

CANADA'S

WEEKLY NEWSMAGAZINE

Maclean's

JANUARY 12, 1998

WOMEN'S HEALTH

New
Attitudes,
New
Solutions

Exploring the
frontiers of
hormone
therapy and
the immune
system

\$3.95



...and bipolar axis
...with female conc
...women's role vic
...research
...of health, personalitie
...of this test, weight
...women's body image
...immune disease. A near
...medical training forces
...ing heart disease select
...cine
...veigl
...ag pi
...amir
...here
...fin

...c
...en
...pres
...ling
...ism h
...ests dis
...ght loss fit
...research fu
...ing sleeping
...heart disease
...east cancer lupu
...ants tranquilizers
...ests menopause s
...anorexia body imag
...ale violence research



Barry and Jennifer Armstrong: personifying faith, honor, valor

Inspirational citizens

I was very pleased to see Dr. Barry Armstrong honor your Honor Roll ("The 12th annual Honor Roll," Dec. 22). His courage in exercising his moral judgment is a very admirable commitment to a very noble goal. All officers should see his actions as personally inspiring truth, honor and valor. I do. His brave actions reflect the attitude and conviction of most officers within our military.

P.J. Bennett
30 Athol Ave. #3

In the midst of the human form called the political scene, your 17th Honor Roll comes to our rescue to show that life can be vibrant and beautiful. The achievements of those citizens are refreshing to our jaded agents and a challenging source of inspiration. Too bad the same qualifications so hard to find among our duly elected political representatives.

J. Scott
Toronto

In your 2007 Honor Roll, Milton Wong says "You weren't there at the beginning, and you won't be there at the end. We have to

grow and live, not look back." What a wonderful, profound insight! We can persuade Mr. Wong to be vice prime minister of Borneo (Iceland perhaps)? Maybe Canada?

Am Kruger
Milton, Ont. M3

Spirituality

Your article on the nature of Jesus ("Is Jesus really God?" Carol, Dec. 15) was well done. You presented a range of views and captured the poignancy of people as they spoke about what gives deep meaning to their lives. I hope you are wrong about it becoming a "battle of believers," as there were only two true persons I do not know to live with the joyous joy of humanity, it can enrich us. As one who has a deep love for God and who searches the life of Jesus for new revelations of the Spirit of God, I welcome the opportunity to live even more of the values of those who reside with the mystics of this extraordinary life.

Billy Wright
Calgary, AB

In your article "Is Jesus really God?" you quote Rev. Graham Scott of Walslett, Ont., as asking "Why, if Jesus is not God, should we pay any attention to him?" As someone who is not a Christian but does agree with Rev. Scott, or the wonderful address he gave for Christ, might I suggest that Jesus' wisdom and teachings might still have value to themselves? "Do unto others as you would have them do unto you" and "Love thy neighbor as thyself" are succinct and simple, but nonetheless point the way to leading a moral and compassionate life. I think it wouldadden Christ greatly to know that so many of his modern followers place no little value on his teachings, and are inspired or interested only in wrapping his divinity.

Dea Asad
Auripunga, Papua New Guinea

For the record

The article "His inscription for things said" (Opening Notes, Nov. 12) needs clarification. It states that the Melchizedek-Son of God is a religious figure. The author of this article is a student of the University of New Brunswick.

Public mourning

While taking in the evocative, candid photograph of Queen Elizabeth II and Prince Philip bidding the royal yacht Britannia adieu ("Farewell, Britannia," World News, Dec. 22), I couldn't help wondering whether it was just this reaction from Her Majesty that so many of her subjects had wanted to witness upon the death of Diana, Princess of Wales. Obviously, the Queen was able to make the loss of her yacht public, a fact no doubt apparent to many.

Jon McNeil Stewart
Wellesley, Ont. M3

In Fredericton resulted from a \$800,000 endowment from Senator Michael Meighan and Harriet Meighan. The money for the endowment was given jointly by The F.R. Meighan Foundation, St. Andrews, N.B., and the Meighan Family Foundation, Montreal. The wording of the article gives the impression that these were personal donations, something that Senator Meighan found most embarrassing.

Archie Dalen
Manager The F.R. Meighan Foundation
St. Andrews, N.B.

'Deserving' athlete

I am disappointed over the exclusion of Canadian-born Colorado Rockies Larry Walker from "Christians and change" in the year-end Maclean's Honorees '97, Dec. 28/Jan. 5. Surely his incredible season deserves recognition in addition to the accomplished careers of Wayne Gretzky, Tim Lincecum, or the numerous athletes in the Team-Building era. Besides his athletic and statistical excellence, the endurance and joy Walker brings while playing baseball is obvious to the spectators, and he makes us love it, too.

Sydney Hall
Peterborough, Ont. M3

Museum tales

Barbara Amiel's column on the Canadian War Museum ("Controversy over a delicate nation," Dec. 28/Jan. 5) goes to the heart of the issue. As visitors are not defending our war, neither is it simply a memorial to the Holocaust. The plot is more complicated. The arts and culture groups at the Museum of Civilization see an opportunity to go beyond war itself. Dr. George Maclean, president of the Museum of Civilization, told us that a major mission for

the Holocaust Gallery was to oppose the rise of neo-Nazism. He suggested further that the gallery would represent a far-reaching human rights campaign on a Canadian initiative. The ground for the Museum of Civilization, but a real stretch from the War Museum's mandate to present a military heritage. The benevolence of the Canadian Museum has set veterans against Jews, and have succeeded in making both look bad. Only welcoming intellectuals, with little knowledge of the dangerous agenda, could have concocted such a whimsical brew.

Cliff Chisholm
Chairman, National Council
of Veterans Associations
Ottawa

I know your attack dog—senator/colonel Barbara Amiel—operates in outfitting out of all those who don't belong to her assumed and ideological right-wing faction, and clanking indiscriminately, but I do have to state that I never showed "The Centre" with prime minister Pierre Trudeau (and as a journalist, I never observed him shouting at others), nor did I take part in any campaign for or against the Soviet Union participating in the Olympics. Some lawsuits may make critics responsible for Amiel's actions, but they're just plain unfair.

Adrienne Chiswick
Toronto

Northern neighbors

In your article "To catch a damned thief" in the feature on diamond mining in the Northwest Territories (Ontario, Dec. 28/Jan. 5), there is a photo capturing a captive that identifies the building as the RCMP offices in Whitehorse. As even the signage in the foreground of the photo makes clear, the building housing the Canadian Forces Northern Area Headquarters. The offices of the N.W.T. division of the RCMP are next door.

Cliff Jones Stewart
Ottawa

Maclean's

DAVID A. HEDDER NARRATIVE

Editor: Cliff Jones Stewart

Managing Editor: Geoffrey Staines

Editor: Cliff Jones Stewart

Editor: Cliff Jones Stewart

Editor: Cliff Jones Stewart

Editor: Cliff Jones Stewart

Editor: Cliff Jones Stewart

Editor: Cliff Jones Stewart

Editor: Cliff Jones Stewart

Editor: Cliff Jones Stewart

Editor: Cliff Jones Stewart

Paul Brunell
Ottawa, Ont.

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell, Ottawa, Ont.

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Paul Brunell

Opening Notes

Edited by BARBARA HICKENS

From Toronto to Medina

This spring, when thousands of Muslim pilgrims meet the city of Medina in Saudi Arabia, they will be able to admire the ornamental cast-iron fence recently unveiled around one of Ontario's holiest sites in Toronto, Sobchuk and Darfus Masque will share vicariously in the pleasure. The billion-dollar team runs the custom fabricator, Darfus Masque Ltd., that constructed the \$14-million fence, comprising 18,000 cast-iron and 140 steel panels that show two kilometers in total. It is the longest

project to date for the company, which has grown from a tiny address in blacksmith shop into a world-renowned leader in custom metalwork. The family's shop is also an other landmark building around the globe, including the gates and bronze windows for the Grand Mosque in Mecca, as well as the Israeli elevators at the Canary Wharf project in London. They have done it all without a sales office. Says Sobchuk Masque: "The best type of salesmanship is through word of mouth."



Into a political fray

In a rare breach of the separation of church and state in Canada, the Roman Catholic Archbishop of Montreal spoke out last week against Ontario's request to have the Supreme Court of Canada rule on whether Quebec has the right to make a unilateral declaration of independence. In an interview with the Montreal French-language daily *Le*

Devoir, Cardinal Jean-Claude Turmel said the high court should abstain from making the ruling that is expected some time in the fall. *Excerpt: (in translation)*

The Supreme Court will say what it wants. Even if it says we don't have the right to do it [vote for independence], if the people decide to do it, it's the people who are sovereign. It's a democracy. If they want to assume themselves by tackling it in the

Supreme Court, they can do that, but I cannot see how an order from the Supreme Court could stop the people from doing it.

The essential role of the courts in society is to operate outside of the political arena. It is tempting at times for politicians to pass a hot potato to the court, but as citizens are keeping for the court to take its role for more than what it is in reality. It is not the court that decides political matters. It should only apply the laws that politicians make.



Teamsters' tough times

Queen Elizabeth II might have called it an "antiesocialists." To blunt talking Diane Kimmey, one of Canada's top-ranked Teamsters, "1997 was just a disaster." Kimmey was part of a team trying to reform the 1.4-million-member international union, long linked to organized crime. The cleanup came to a wrenching halt in November, when a U.S. court overturned the 1996 election of pro-union Teamsters president Ronald Diney and banned him from running in any future elections. The order followed disclosures that Diney's aides had broken campaign fundraising rules. Says Kimmey, who remains in debt after spending \$75,000 to win election as a vice-president on Cdn's ticket: "It just goes from bad to worse."

Kimmey insists the changes that brought down Diney are different from those that sent previous presidents of the International Brotherhood of Teamsters to jail, for among other crimes, siphoning off Teamsters' pension funds to build Mafia-controlled casinos in Las Vegas, Nev. The type of money-laundering scheme that got Kimmey's campaign into trouble, Kimmey notes, may be impossible here, but it's standard practice in most other U.S. elections. Still, Kimmey, 63, says she will run again in court-supervised elections likely to be held later this year. "There's never a good time to give up," she explains. But Kimmey rules out any personal interest in the Teamsters' presidency. Not only is she a Canadian in a union dominated by its U.S. members, but the union voted 2 to 1 to reject the word "brotherhood" in its official name at a recent convention. Says Kimmey, "I don't think the legs are ready for a female general president anytime real soon."

Something fishy about those computers

Amid the shoot-'em-ups, fantasy role-playing games and end-line puzzles, one of the most intriguing enter-tainment titles well-versed in the market offers something a little different: a brain environment right inside a computer. Widely available for the first time in North America, *Aquarium* is not a screen-saver but a "real" fish tank that users install—and the most carefully nurtured in the virtual fish environment, loved and loathed in their digital space. The program is the brainchild of two Canadians, Arko Bay and Ron Dorian, who renewed their acquaintance in 1990 while in Japan. "We wanted to bring people emotionally in contact with their computers," says Dorian, who is a graduate of Ontario's University of Waterloo. In Japan, home of the Tsunaguchi mutual pet care that came to North America in 1997, the idea struck: *Aquarium* has sold more than 200,000 copies there since 1993. Now, Toronto-based 9088 Inc. has

released the simulator in North America, and company president Dorian insists, in confidence, the allure of virtual aquariums will translate into a best-selling CD-ROM—eventually "North Americans are very attentive they look at it and say, 'What's it for?'" acknowledges Dorian, who returned to Canada last year. "But I think that will go away—it has to go away. In a few years, we'll be dominated by everything digital." *Visit 9088.com*



Brazen begging for high-tech help

With the global shortage of high-tech workers, it is not unusual for companies to rail one another for qualified employees. Two high-profile ad campaigns launched last week in Silicon Valley North's near Ottawa illustrate just how stiff the competition is for good help by two major computer networks. San Cisco Systems Inc. of San Jose, Calif., has aimed its salvo directly at just one competitor. It erected a massive billboard outside the offices of its archrival, Nortel, which employs 10,000 in the Ottawa area. The billboard features the Cisco logo and three cool-looking young men wearing sunglasses who say, "We know where your friends are."

At San Jose firm, Cadence Design Systems Ltd., in trying to lure 500 engineers to its new capital region, operations by advertising on TV during Ontario Senators' games. Many engineers are hockey fans, explains Cadence director Nick Denby. "With so many companies competing for the best," he adds, "we have to be much more creative to grope with the potholes." Some say old-time computer geeks, but employees are calling them "most wanted."

BEST-SELLERS

FICTION

1. *The Underground* (by Jonathan Coe)
2. *Henry's Women* (William Boddy)
3. *Canada's History* (P. G. Jones)
4. *Ken's Story* (Cory Smith)
5. *The Last of Sam's Things* (Avalon Day)
6. *John Fowles* (Don Jones)
7. *Black Sea* (Gordon Lewis)
8. *Another City* (Neil MacNeil)
9. *The Tenth Muse* (David Shields)
10. *Unfinished* (Don Jones)
11. *The Mysterious* (Neil MacNeil)
12. *Unfinished* (Neil MacNeil)
13. *Unfinished* (Neil MacNeil)
14. *Unfinished* (Neil MacNeil)
15. *Unfinished* (Neil MacNeil)
16. *Unfinished* (Neil MacNeil)
17. *Unfinished* (Neil MacNeil)
18. *Unfinished* (Neil MacNeil)
19. *Unfinished* (Neil MacNeil)
20. *Unfinished* (Neil MacNeil)

DIETITERS' DELIGHT

Wendy Buckland and Bob Neill, the two Burlington, Ont., women who translated their weight-loss success stories into a line of low-fat foods and a best-selling book, *Armed and Dangerous*, have unveiled a cookbook. *Spiced* (Newline) is loaded with low-fat recipes and helpful hints—just in time for those new year's resolutions.

Passages



DIED: Arts patron Arthur Gelber, 82, of heart failure, in Toronto. Known as the "archangel of the arts" in Canada, Gelber was adept at leveraging political arms for public support for culture. In 1962, he persuaded premier John Roberts to establish the Ontario Arts Council. Gelber, who worked in his firm's textile and real estate business, served on a number of other key arts boards and councils, including Ottawa's National Arts Centre, the National Theatre School in Montreal, the National Ballet of Canada in Toronto, and the Shaw Festival in Niagara-on-the-Lake, Ont.

KNIGHTED: Singer Elton John, 50, whose new album of Canada's Wind raised \$47.4 million for the memorial fund of Diana, Princess of Wales, and 2002 author Arthur C. Clarke, 80, in London. They were among 25 named to the list. New Years Honors List of British Prime Minister Tony Blair.

DIED: Capt. Archie Hogg, 82, whose 1973 discovery of a pair of 1812 U.S. warships, *Hambleton* and *Scourge*, on the bottom of Lake Ontario off Port Dalhousie, is considered by historians as one of the most significant marine archaeological discoveries of the century, at present, in Dundas, Ont.

DIED: Magdalen writer, poet, and prominent advocate for architectural preservation Brendan Gill, 83, best known for his 1975 book, *Here at the New Yorker*, in a New York City hospital.

RETIRED: Former Montreal sports writer and commentator Larry O'Brien, 75, as vice-president of Golden Bear International, where he provided advice and friendship to golfer Jack Nicklaus, in North Palm Beach, Fla. O'Brien, who helped co-ordinate the Canadian Open for 36 years, met Nicklaus at the Open in 1962 and went to work for him 10 years later.

BORN: To ex-Olympic bobsleer Pamela Anderson Lee, 30, and husband, rock producer Tommy Lee, 36, a six-pound, 14-ounce son, Dylan Jagger Lee, in Malibu, Calif. It is the couple's second son.

ON THEM EAN STREETS



BY PAUL PALANGO

It was midnight, and the three men huddled in the shadows of a doorway in downtown Toronto were up to no good. They were closing a deal for crack cocaine when the black-and-yellow cruiser turned the corner and caught them in its headlights. Two hooded figures ran off east through the slush and snow, while a third man stumbled west—into the arms of the driver of the cruiser who muffled his help. Within seconds, Fred Gracewood and another officer arrived at the scene, in the heart of the densely populated St. James Town apartment complex. They forced the suspect, a 28-year-old Filipino-Canadian, over the trunk of the patrol car and searched him. "I am charging you with trespassing," Gracewood said, handcuffing the suspect. He took him to a small storefront office in the complex. There, Gracewood did what he has done 3,000 times over the past five years: he took a mug shot, then he called the police—the real police.

Fred Gracewood is a security guard, a private policeman employed by Intelligente International Inc. of Toronto. He is part of a new breed of security officer on the mean streets of Canada. In all, there are some 3,000 private security agencies transporting cash, guarding homes—and, increasingly, entering the lines of Canadiana in surprising and unexpected ways. In Gracewood's case, his company has a contract from a Toronto public housing agency to protect its section of the massive St. James Town high-rise project, home to about 30,000 people. But the reach of the firms is growing. As governments cut back on police budgets, and the police respond by providing fewer services, private security companies are enjoying a level of public acceptance not seen since before the First World War when private firms provided much of the policing and intelligence agencies for business and governments.

Today in grubby hospitals, private police officers, although earning little more than the minimum wage, control the premises. They protect the airport and support in Vancouver, and patrol school buildings and grounds, public housing projects and upper-income neighbourhoods from coast to coast. The Ontario government is planning to authorize security guards to transport prisoners between jail cells and courthouses in 1998. In British Columbia, a private security firm even runs a jail for the Victoria police (page 15).

In major police areas across the country, vehicles owned by companies such as Privacy Security in Vancouver and Montreal's Garda Security Group have become as visible as police cars. In some provinces, it is difficult to tell the difference between the two—and that is no accident. At a time when police resources are being cut back ever more, politicians are happy to give the public the impression that there are more police on the road than there actually are.

In this era of public and private police, Intelligente International stands out. While other security companies see themselves as an adjunct to the conventional police, Intelligente is pushing private law enforcement in new directions. Although its officers are armed only with flashlights and strict training dogs, Intelligente police still act as a true police force—a hard-nosed, American-style organization that will climb up crack houses, patrol dangerous ghettos and handle other risky assignments once undertaken by the local police.

Security guards have only two bases of authority in Canada. The first is the provincial trespass act, which they enforce on behalf of the owners or managers of the properties they are paid to protect. The second is citizen's arrest, which simply means the guards are legally permitted to stop, detain and arrest suspects for the police, using sufficient force, when they witness them committing an antisocial offence. The only security guards who are allowed to carry guns are those, such as employees of Hincas Canada Ltd. and Lucania Armored Car Service Ltd., who protect money and valuables. "The bottom line is security guards are not police officers, nor are they allowed to perform police-officer work," says Murray Chirba, chairman of the Ontario

Intelligente International officers arrest a drug suspect in Toronto; on patrol with dogs: law enforcement

As the police cut back, private copare moving in

PHOTOGRAPHS BY PAUL PALANGO

Griffin Commission on Police Services "Security guards exercise the same power you and I have with regard to protecting your own private property."

The growth of private policing took off in the early 1980s as traditional police forces began to move away from the crime-control model of policing towards more community-based prevention programs. With this shift, the private sector—a specially business—was encouraged to pay for many of its own protection. In the 1991 census, there were 60,000 police officers in Canada and 166,800 security guards. Today, the number of police officers has declined, to 54,311, while the number of security guards is believed to have doubled to more than 300,000, although definitive statistics are not available.

Too often, the private policemen are poorly educated, barely trained and inadequately equipped. Although the licensing of security guards is similar from one province to the next, training left to the companies. While one Manitoba, for example, requires seven months of on-the-job instruction, security guards generally are given a few hours of instruction and learn the rest of their duties on the job. Most receive minimum wages, or a little better. Although Intelliguard pays its staff between \$30.50 and \$14.50 an hour.

The night before Graceville's St. James Town "beat" 230 people jammed into the community centre in the village of Buxton, Ont., 145 km east of Toronto. They had gathered to observe the competition for a contract for the policing of a new regional municipality, to be known as Quinte West, that will incorporate Trenton, and two neighbouring towns, which are in Quinte West. The public meeting was major because it was the first time in Canada that private security companies had been invited to bid for the right to provide municipal police services.

The contractors for the primary policing contract were the police force of Trenton and the Ontario Provincial Police, which already served the two towns. The competitive bidding was made possible by Ontario's Bill 30, which removed royal assent last June, and is designed to establish a uniform standard of policing across the province. The Bill is the act of the new provincial government to "select a different method of providing police services," and that action of a "different method" caught the attention of Heather Macdonald-Grey, an assistant and provincial government spokeswoman to the Quinte West police services board. "Oh, I thought, look at the cost savings," says Macdonald-Grey. At her urging, Intelliguard International entered a bid to Quinte West to provide second-tier, or nonemergency, services.

Because Rayer Macdonald, who was hired to do a cost-benefit analysis of the bid, found that there could be significant savings if some police services were granted. "It sounds reasonable if you can put a person with security training on a patrol job at half the cost of having a fully trained constable, eventually this is going to save the taxpayer money," says Macdonald.

At the Buxton meeting, the Trenton board was the council's approval for the entire policing contract, but it was not a clear-cut victory. The council asked the Trenton police to consider subcontracting some of the non-emergency work to Intelliguard. That included the security guards to respond to calls about such things as breaking and entering, theft and public mischief, and to provide a bicycle patrol in the village of Frankford. "Second-tier



Municipalities are looking to low-wage security firms to assume some police duties

policing has been taken as a viable option here. We will be considering a new," says Macdonald-Grey.

Today many public police are administrators, Trenton police Chief Bill Armstrong makes no secret of his concerns about competition from security companies. "In an urban area the size of Trenton, to have a private company handle non-emergency calls might be a real advantage because you still have your police officers to call upon when real serious emergencies take place. But we only have 31 sworn officers and we're going to be stretched out over an area of 580 square kilometers. We're concerned about the training of private security officers."

The reluctance of police authorities to welcome private cops as partners in law enforcement is widely understandable. The stereotypical security guard—pale, white and poorly educated—is often seen as a police wannabe, if not an actual danger to society. In the 1994 film *Pulp Fiction*, the hilariously rapid-murderer Zed was a security guard. Yet in spite of such concerns, the most towards private policing continues unabated, partly because of the personnel inefficiency and ineffectiveness of conventional police forces. According to law enforcement experts, the driving force behind the private-police movement is a skin, little-known discussion, paper—"Police Challenge 2000: A Vision of the Future of Policing in Canada"—published in 1990 by then-Johnston Tory Solicitor General Pierre Corbin. In it, Corbin talked about the need to reduce costs in the justice system. He urged that the police become more community oriented and that private security firms be allowed to perform more policing and investigative functions. "The role of the police in Canadian society becomes fundamentally one of police officers rather than merely as law enforcement officers involved

THE PRIVATE POLICE WAY

On the floor of it, Intelliguard International's Rayer Macdonald and Jim Krayewski appear to have little in common. Born in the Montreal suburb of Mount Royal, Macdonald, 51, has a master's degree in religious studies from the University of Lancaster in England. He also studied at the London School of Economics before moving on to teach the sociology of religion at the University of Regina. Krayewski, 58, joined the Metropolitan Toronto police force in 1974; saw a sergeant; he is vying for promotion to staff sergeant. Born in the Dutch east part of Den Helder, Krayewski served in the Royal Dutch Marines and the French Foreign Legion. For a time, he worked out of Sweden and as a secretary for various governments and politicians, including the notorious Vladimir Dvornik of Ukraine. "I started working for Aram when he was a sergeant," Krayewski says. "I left when I ran out of things to do." Krayewski describes his mercenary work as being "an accident magnet. When a government didn't like somebody, my job was to make them live in an accident."

During the recession of the early 1980s, Macdonald earned accreditation as an art appraiser as well as a degree in counselling. To make ends meet, he worked as a night security guard, a job where he found he could rest and get paid at the same time. Eventually, he decided to get into the private security business in Toronto. This was no secret, says Dvornik, but he believes the country has gone overboard in the defence of individual civil liberties at the expense of collective rights. In their view, public order must be strictly maintained if the people are to feel secure. That means cracking down on conduct that the justice system often turns a blind eye to: aggressive, menacing, profane, public acts, menacing behavior, harassment, vandalism, obstructing streets and traffic, public intoxication, loitering, unlicensed vending and the new urban phenomenon, queueing. To that end, Intelliguard has trademarked the firm's "Law Enforcement Company."

Although Intelliguard's business has prospered, Macdonald and Krayewski are distressed by what they see as inferior performance of many police officers. "The police themselves aren't doing the job," Krayewski says. "People have the attitude, 'Why work? We paid anyway.'" Macdonald says when he was a child his mother gave him a set of Drayton Toys. "I remember being disappointed by the little police car. When I picked it up and looked at it, I was horrified. The tiny policeman had no legs! It was unlike the police today. You can't get him out of his car. The police. Macdonald complains, one day



Krayewski, an ex-mercenary who worked for 14 years, teaches armed guards to disarm criminals

nursing his tiny legs and making the rounds in the early morning hours. Krayewski was working an overnight police shift near a bus stop that Macdonald's wife was paid to guard. "The bus-stop was full up and I'd pulled Rayer Macdonald with the beautiful Communist ideology," Krayewski recalls. "We struck a conversation and soon realized we shared the same philosophy about law enforcement. Our relationship blossomed."

With Krayewski moonlighting from his police job, the two men have built Intelliguard International (discrete the name, it operates only in Canada) into a \$6-million-a-year law firm. Both men believe the country has gone overboard in the defence of individual civil liberties at the expense of collective rights. In their view, public order must be strictly maintained if the people are to feel secure. That means cracking down on conduct that the justice system often turns a blind eye to: aggressive, menacing, profane, public acts, menacing behavior, harassment, vandalism, obstructing streets and traffic, public intoxication, loitering, unlicensed vending and the new urban phenomenon, queueing. To that end, Intelliguard has trademarked the firm's "Law Enforcement Company."

Although Intelliguard's business has prospered, Macdonald and Krayewski are distressed by what they see as inferior performance of many police officers. "The police themselves aren't doing the job," Krayewski says. "People have the attitude, 'Why work? We paid anyway.'" Macdonald says when he was a child his mother gave him a set of Drayton Toys. "I remember being disappointed by the little police car. When I picked it up and looked at it, I was horrified. The tiny policeman had no legs! It was unlike the police today. You can't get him out of his car. The police. Macdonald complains, one day

in \$30,000 crowns equipped with \$10,000 computers—"They don't see, hear or smell the threat. They haven't a clue what's happening."

Greg Bromell, president of the Toronto Police Association, the police union, says that while the police in Toronto, at least, have increased their foot patrols, "officers in cars are tied to the radio anyway. They have to re-emerge in the cars."

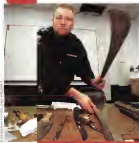
In contrast, Macdonald's men are constantly out of their vehicles and on people's faces. His firm, which uses 60 attack-trained dogs on its patrols, has earned a reputation as the toughest, most no-nonsense security company in the country. Much of this is due to the powerfully built, determined Krayewski, who works about 30 hours a week at Intelliguard, training security guards in police procedures, self-defence and arrest tactics. He also runs a small police academy where he teaches both policemen and security guards.

Macdonald sounds like a sociologist as he describes his approach to private policing. "I look at formal controls with formal sanctions and informal controls with informal sanctions," he says. "Formal controls are the police, the courts and lawyers setting the law. That's the big law. 'Little law' is the way we enforce informal control with informal sanctions. We tell a person that he or she can't come here anymore. 'You must leave. If you come back we will arrest you and push you off to the big law area.' That's what we do."

That attitude concerns people like Bromell, who private police police to a standard of law enforcement. "The community has to appreciate that as more private guards are employed, fewer public police are needed," Bromell adds. "If the residents are happy with the lowering of standards, there's not much we can do about it."

Intelliguard operates out of a group of run-down buildings in Toronto's sketchy dockside area. The main office is set up like a police station, with a duty desk and dispatch centre. The company has about 200 employees, most of them young white males. It pays them from \$10.50 to \$14.50 an hour—or between 40 and 55 per cent of the base salary of a full-time constable. Intelliguard requires its employees to buy much of their own equipment—flashlights, handcuffs, body armor and "boots that will hold a shoe." At a time when most private security firms try to look as much like policemen as possible, including uniforms and white patrol vehicles, Macdonald's employees and vehicles are decked out in black, adorned with a trademark black and yellow chevron like in real-life (observed) District—indeed, in Macdonald's and Krayewski's view, the look of the future.

PALL MALINOW



Intelliguard's Rayer Macdonald who contracted weapons at the time of duty

Chrétien's Court

Insiders battle over a new Supreme Court justice

BY JOHN GEDDES

It began as the usual swirl of speculation among lawyers about who would fill a vacancy on the Supreme Court of Canada. But by year-end, headlines headlining the candidates for the coveted appointment had fermented into stronger stuff. Days before shock after the sudden death in late November of Justice John Sopinka had subsided, bitter divisions emerged over at least one leading contender to replace him—prominent Ontario Court of Appeal judge Rosalie Abella. Supporters of other potential appointees, notably Abella's well-regarded colleague on the court, Julie Leskin, responded by stepping up efforts to promote their favorites. "I would go so far as to call it outright campaigning," said veteran Toronto litigator John Rook, "but I've never seen as much lobbying, however discreet it may be, as is surrounding this appointment." Tides aside, and not entirely helped by the aggressive, mostly unsubstantiated submissions from lawyers on both camps, the federal government decided to delay the appointment—which had been expected before Christmas—into the new year.

That caution is hardly surprising. As several of the top court's nine judges approach retirement, Prime Minister Jean Chrétien is aiming to make a solid start to what is likely to be a series of appointments

with the potential to reshape the country's most influential judicial body. Every new justice he names will be intensely scrutinized. After all, a decade and a half after the introduction of the Charter of Rights and Freedoms, the court's charter-related rulings—such as a judgment last spring that imposed strict limits on the ability of police to enter homes without search warrants—still have the capacity to stir public opinion. Even more politically charged is the so-called UDI case, slated to be heard next month, in which the federal government will ask the court to decide whether Quebec has the right to unilaterally declare independence from Canada. "The Supreme Court of Canada as now in our lives and in our future," concludes Eugene Meenan, an Ottawa lawyer who worked as a senior official in Chief Justice Antonio Lamer's office from 1996 to 1992.

With public and political interest in the court on the rise, making a string of appointments will set off both Chrétien and his justice ministers, Abella's Anne McLellan. Under seven years of Lamer's liberal-minded leadership, the court has trended towards balancing the rights of individuals, especially the originally accused, and curbing the power of governments. That was certainly the case in a controversial May decision that ordered a new trial for a suspected serial

killer, arrested after police in British Columbia entered his house without a warrant. The track records of possible appointees will be studied for indications as to whether they seem likely to continue that tendency, or bolster the court's more conservative minority, often led in the past by Justice Clarence Thomas Dubé.

McLellan's job is to draw up a shortlist of candidates, then make a recommendation to Chrétien. She has her work cut out for her in the next few years, when several positions on the court are expected to come vacant. So far, Chrétien has appointed only one judge, New Brunswick's Michel Bastarache, to replace the retiring Gerard La Forest last fall. (Bastarache fills the one seat on the court designated for a jurist from the Atlantic provinces,

three judges traditionally come from each of Quebec and Ontario, with the remaining two chairs reserved for appointees from the four western provinces.) Another Ontario vacancy is likely as early as next summer, when it is anticipated that Justice Peter Cory, 72, will step down. Two more retirements on the court—Quebecers L'Heureux-Dubé, 70, and Justice Charles Gauthier, 69—may also be before the court's mandatory retirement age of 75. And even the energetic Lamer is rumored to be considering early retirement sometime after his tenth birthday.

The winning over Sopinka's replacement shows how delicate the secretive appointment process can be. Many senior Ontario lawyers believe the government's first choice would have been the Quebec-educated, bilingual Louise Arbour, another highly regarded Ontario Appeal Court judge. But Arbour, 50, is only one year into a three-year posting as the first justice on the "United Nations' International War Crimes Tribunal at The Hague. Pulling her leave so early from the high-profile lead role in bringing accused Bosnian and Rwandan war criminals to justice could be embarrassing for Ottawa, which labored hard to secure her 1996 appointment.

Insiders speculate that Arbour, whose partner Jerry Berman made cuts in his Ontario's flagship attorney general's name in 1993, may end up with the couple's three children, may emerge as a more civil-cut front-runner when Cory retires. With Arbour seemingly unavailable, attention shifted to Abella, 51, Leskin, 54, and a few other justices and trial lawyers. Abella's credentials are impressive, and along with her husband, prominent York University historian Irving Abella, she maintains a network of influential connections. The couple have two children. In a succession of roles—family court judge at age 30, head of the province's labor relations board, author of a landmark 1984 law reform commission report on ending hiring discrimination against women and co-recipient, and, until 1993, appeal court judge—she has built a reputation for using the law to promote social justice. Along the way, she has become the best-known woman jurist in Ontario at a time when the federal Liberals are widely assumed to be looking to boost the number of women on the court above the two now serving.

But Abella conveys a sizable swath of the small Ontario legal community. "I have been widely thought of as the professional class," she says to be a judge of the Supreme Court of Canada and has had that accolade for a long time," says Abella. "Whether that's true or not, I have no idea, but some take the view that it is inappropriate—that

somehow or another, this isn't the Canadian way." The debate, however, has been about more than just style. Abella's advocacy of employment-equity hiring policies has drawn attacks from those who are concerned that the courts are usurping the powers of Parliament. Still, some see her case problem may be that she does not conform to the conventional mold of a conservative jurist. "She's a very outgoing personality and I don't think she fits the image of a judge that most people have," says University of Ottawa law professor Ed Hanley, a former justice department adviser on judicial appointments. "The expectation is an older, grey-haired male, in a pleistocene suit."

There is no shortage of candidates who come much closer to fitting that model. The one most often mentioned is John Laikin, son of the late legendary Supreme Court of Canada chief justice, Bora Laskin. Often praised for his methodical courtroom style, Laikin has not shied away from controversy. He drew attention in 1996 for overturning the conviction of a man charged with sexually abusing his daughter, on the grounds that the accused had been improperly cross-examined during his trial. Like Abella, the unmarried Laikin is a Jew, which may be a political consideration for Chrétien as the court does not presently have a Jewish member. A handful of trial lawyers, including Toronto litigators Earl Chernick and Ian Binnie, are counted among the long-shot candidates, in case the Liberals decide to duplicate Brian Mulroney's unceremonious, but highly publicized, protest to appoint Sopinka directly from the bar to the Supreme Court. But under any scenario, the government is eager to choose a woman, and they point to two additional Ontario female appeal court judges—Louise Charron and Karen Walker—as leading alternatives if Abella and Arbour are passed over.

McLellan's formal consultations include calls to Canadian Bar Association and Ontario's attorney general, but letters and telephone calls from legal busybodies supporting one candidate—and sometimes denigrating another—can also be influential. It is, according to Hanley, a game of subtext. "When people try to lobby, that can sometimes be counterproductive, especially when the concerns being made are negative," he says.

McLellan has said she wants to reinvent the way Supreme Court judges are chosen. She opposes the U.S. practice in which politicians publicly offer potential appointees. Just what she has in mind, though, remains unclear. So far, the main result of her comments calling for a broader consultation process seems to be more aggressive lobbying by minorities for representation on the court. Notable leaders, for instance, have urged that judge Harry LaFrome, of the Ontario Court general division, be made the top court's first aboriginal member.

When McLellan first made publicly about rethinking the appointment system early last fall, she seemed nervous enough. But with the contest over the next appointment turning into one of the most contentious about—and the upcoming UDI case highlighting the political impact of the court as never before—the stakes of how she chooses judges and puts in wear the red, ermine-trimmed robes could grow in 1998 from an arcane concern of lawyers into a full-blown political debate. □



Julie Leskin: potential contender



Rook: adviser to his peers



McLellan: justice minister

Here comes the sun

It was springtime on the Pacific last month. Or so it seemed, with everything from running grass fires, dust storms and rivers at run, to golfers and joggers in short pants on the last day of the year. For many people in Alberta, Saskatchewan and Manitoba, who last year suffered through one of the coldest and most snow-filled winters on record, this year's season has been one to relish. But for others, especially entrepreneurs like Brian Ardles, it has been one they would rather forget. The general manager of Mission Ridge Ski Developments Ltd., located on the slopes of the Qu'Appelle Valley about 70 km north-west of Regina, can only hope for a mild, brief and warm winter, and none. Springlike conditions have left the resort without the one ingredient it needs the most: snow. Normally in December, the modest 10-rm ski area would have more than 4,000 visitors. But Ardles says only about 200 customers returned on Mission Ridge slopes in December—and almost all were young snowboarders using a single run that had been only partially open for two weeks. "I used to watch the sports channel a lot, but now it seems that all I ever do is look at the weather report. After a while, it gets kind of depressing," says Ardles.

El Niño brings a heat wave to the West



Blame it on El Niño, the master plot of warm water off the coast of Chile and Peru that disrupts the planet's climate every two to seven years. The world has come to expect meteorological havoc when El Niño dominates for Christ Church wakes up, but climatologists say this year's disruptions may be the worst of the century. While the Pacific and Central Canada enjoy a milder-than-usual winter, much of Russia has been gripped by unusually bitter cold, snow has fallen in Mexico, floods have swamped parts of South America and droughts grip Indonesia. John McIntyre, an Environment Canada meteorologist, says warm water off the South America coast has forced the westward winds of the jet stream into a more northerly pattern, preventing colder air from drifting south across the Pacific. At the same time, El Niño has reduced the force of southerly trade winds, resulting in unusually wet weather in the southern United States and dry winter conditions in most of



Winning golfers enjoy balmy conditions; losses in Edmonton (left): more blessings

measurable at 0.6 mm, compared with the December average of 22.2 mm. "You can't help loving it," says golfer Gary Owen, 55, a Calgary advertising salesman.

Golfers may have been rejoicing, but many others were not. Emory Jardine, owner of a Calgary shop that relies on the sale and repair of snowblowers for much of the winter, says the bottom virtually dried out of his business in December. "It's just been dead," says Jardine, 55. "I feel confined. I like the warm weather too. But it's the worst thing possible for business," says Jardine, who has been forced to lay off two of his seven employees and cut back on his staff. At Winnipeg's Yamaha Sports and Leisure, snowmobile sales have slumped dramatically with mild snowblowers forced to drive into the far southeast corner of the province to find enough snow to make it worthwhile winter.

"The temperature is great for snowmobiling, all we need is a lot of snow," says salesman Lawrence Davary from Alberta ski resorts, which can usually count on an abundance of snow by early December, have been all to their head and above start to decades. At Lake Louise, the fourth-largest ski area in North America, 25 of its 105 runs were still not open on Dec. 28. All runs finally opened after 35 cm of snow arrived in New Year's Day. For others, the winter that wasn't is welcome. Saskatchewan's driving conditions have been good for the last business in Calgary, where drivers can make better time and more money than in the slow going of icy, snow-clogged streets. "We've been able to service far more customers," says Allen Erders, president of a company with 400 calls. "When it's dry, five or six of our cars a day will be involved in accidents. We know, haven't had that many accidents in a month. It's wonderful." Wonderful for many. But with pollen December also decidedly weird.

DALE EISLER in Calgary

Built for growth.



Built for protection.



Built for both.



STAR: reducing the risk of top RRSP performance.

You want your RRSP to expand as rapidly as possible. But not at the expense of safety. The answer is STAR from Mackenzie.

As Canada's leading strategic asset allocation program, STAR follows a Nobel Prize-winning approach intended to reduce investment volatility while delivering very competitive returns.

Each of STAR's different RRSP eligible portfolios contains seven different mutual funds, scientifically chosen from a list of forty in the Industrial, Ivy and Universal fund families. The objective: to build your financial independence through a combination of growth and protection.

For more information on STAR for your RRSP, speak with your financial advisor.

Mackenzie
Building Financial Independence

Invest wisely: Important information about the STAR asset allocation program is contained in the simplified prospectus for Mackenzie managed mutual funds. Obtain a copy from a financial advisor and read it carefully before investing. Unit values and investment returns of each fund within your STAR portfolio are not guaranteed and will fluctuate, as will the overall market value of your STAR portfolio, reflecting changes in the value of the underlying funds.

future Can a city of the still let you sleep in the past?

CAN a building become more original, the more it's improved?

CAN heritage co-exist with technology?

CAN a city become greener, the more it's developed?

CAN the spirit of a city be captured in a cocktail?



MEM
PHOTO

Singapore

So easy to enjoy, so hard to forget.

For more information, contact the Singapore Tourism Board at 1-800-944-1773 or visit our internet site <http://www.singapore.com>

Canada NOTES

WESTRAY PAYOUT

A Nova Scotia tribunal awarded \$17 Westray coal miners a total of more than \$12 million in severance pay. The miners filed their plea after an explosion killed 26 in 1992. Last month, an inquiry concluded that the mine's operator, now-defunct Comair Inc. of Toronto, ignored safety procedures.

END OF A HOCKEY STREAK

Canada failed to win a sixth consecutive world junior hockey championship in Finland after losing 3-1 to Russia on overtime. The loss, coupled with two others, eliminated Canada from medal contention. The pivotal game began today when the Canadian players were forced to play the first period wearing white sweaters belonging to the local Finnish team. Team Canada officials had failed to bring the team's own white sweaters to the rink.

PUBLIC AID FOR BERNARDO

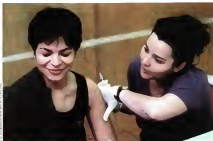
The Ontario Court of Appeal ruled that Paul Bernardo is entitled to a publicly funded lawyer to appeal his murder convictions. In 1995, Bernardo was found guilty of sexually assaulting, torturing and killing two Ontario teenage girls. He was later designated a dangerous offender and, unless that ruling is overturned, is likely to spend the rest of his life in prison. The appeal could cost as much as \$40,000.

RCMP BLOOD PROBE

The RCMP announced the creation of an eight-member task force to investigate whether criminal charges are warranted as a result of the so-called blood scandal. Thousands of Canadians who received treated blood and blood products between 1980 and 1985 were infected with the AIDS virus and hepatitis C. Last November, Justice Horace Krever ended an exhaustive and controversial public inquiry by concluding that many of the infections were avoidable.

HOVERING LAWSUIT

Eurocopter SA, a French and German consortium, warned the federal government that it intends to sue if Ottawa buys 15 Comanches: search-and-rescue helicopters from rivals GKN Westland and Agusta S.p.A. Eurocopter, which makes a similar, less costly product, has alleged that the bidding process was biased in favor of larger aircraft like the Comanche.



MENINGITIS SCARE: Ms. Blyss, 17, preferred not to watch as nurse Sonia Martin (right) prepared to inoculate her with a vaccine to combat a deadly meningitis outbreak in the southern Ontario region of Kitchener-Waterloo. Health officials hoped to inoculate about 67,000 residents between the ages of two and 22, following the sudden deaths of two Kitchener residents. On Dec. 4, Michelle Raul, 16, died from the fast-acting bacterial infection, and on New Year's Eve Melissa Mahony, 18, succumbed. Four others between the ages of 12 and 22 also contracted the disease. The early signs of meningitis include flu-like symptoms such as fever, headache and malaise and, less frequently, a rash. Within hours, the neck may stiffen and headaches grow worse. Since meningitis is passed through saliva, doctors warned area residents to avoid kissing, sharing cigarettes, drinks or food.

Drug costs

Faced with strong opposition from his own cabinet, Health Minister Allan Rock appears to have lost his campaign to reduce the powers of companies that make brand-name drugs. Rock had been trying to introduce changes aimed at bringing less expensive generic drugs to the marketplace earlier. Currently, Health Canada must withhold approval of a generic drug for up to 30 months in the event a brand-name pharmaceutical company claims a patent infringement. Rock wanted to end that law. But according to Liberal insiders, Prime Minister Jean Chrétien took the quarter out of Rock's hands at a cabinet meeting last month. Instead, the responsibility for new drug

legislation will go to Industry Minister Jean Manley, who favors less dramatic changes. The debate over drugs dates back to the former Conservative government of Brian Mulroney, which introduced controversial legislation granting brand-name firms 20 years of patent protection. In exchange for that protection, brand-name firms must give first formalities to competitors in some cases to have generic, less expensive, drugs ready to meet as the 30-year limit expires. Brand-name companies argued that Rock's plan would have resulted too often in generic patents, the key, they say, to recouping development costs. Changes are being considered by Manley, however, including reduction of the 30 months to 18 months to resolve patent disputes, as well as new ways of curbing groundless patent claims.

Rethinking air safety

Panic continues from the crash of an Air Canada regional jet that did not have the fireproof seats at the Fredson airport on Dec. 18. The crashes, which injured 25 people but killed no one, occurred 10 minutes before the ground safety crew was due to leave for the night. A flight delay of only 15 minutes could have left the two

times without immediate assistance. As a result, Air Canada announced it will now pay overtime to keep emergency crews on duty until all its flights have landed. Meanwhile, Transport Minister David Colquhoun told his ministry officials to hasten their review of airport fire safety, following sharp criticism of safety standards by the Canadian Association of Fire Chiefs. Colleagues expect a report by month's end.

World

Stalking a killer virus

BY TOM FENNEL

The health officials descended on the bustling outdoor market in Hong Kong's Mong Kok district wearing protective suits and white surgical masks. As they looked on, poultry vendors deftly hid the broods of each of their chickens in black plastic bags and sealed them, still squirreling into green garbage bags. Authorities repeated the bloody ritual at farms and markets across Hong Kong last week, labelling desperately to stamp out a deadly "bird flu" virus by killing every bird that was being sold for food in the territory—including 1.3 million chickens and more than 300,000 ducks. Health officials feared that the virus, which by last week had infected 16 people and killed four of them, was beginning to spread among humans and could trigger a global epidemic as deadly as the one that killed 33 million people around the world in 1918. "I'm scared," admitted Anne Chang, a Hong Kong housewife. "I won't serve chicken even if it comes from another country."

As the poultry slaughter continued, thousands of frightened people crowded into 14 emergency clinics that Hong Kong authorities had set up to treat people who believed that they might have contracted the deadly virus, which is known to scientists as H5N1. Adding to their panic, health-care workers started testing dogs and cats that were suspected of eating the carcasses of infected birds after their carcasses were dumped in landfills. Fear also spread beyond Hong Kong. Thousands of tourists who had planned to visit the former British colony can cancel online and hold reservations during the holidays, determined not to take any chances. And as rumors persisted that hundreds of people had contracted the virus, borders around the world were rapidly closed to exports of chicken from China—which is believed to be the source of the bird flu. At week's end, researchers with the World Health Organization were preparing to travel to southern China to search for the mysterious virus. Said Dr. Keiji Fukuda, an influenza specialist with the Atlanta-based Centers for Disease Control and Prevention, who is studying the virus in Hong Kong: "There is genuine concern about a pandemic for the first time in 20 years."

Until last spring, the deadly virus had been found only in birds. On May 22, however, the disease claimed a three-year-old Hong Kong boy who lived at a chicken farm and often played in an area where the birds were kept. Since then, three more people have died. 12 others have become infected and new cases continue to emerge. Four women, aged 39 to 43, who contracted the flu remained in critical condition. Most of the victims were poultry workers or laboratory technicians who had come into contact with the virus, which quickly attacks the human respiratory system, depriving organs of oxygen and causing severe coughing. Normally, so-called swan flu are transferred from birds to other animals, such as pigs, after which the virus mutates and becomes capable of infecting humans. In this case, however, scientists believe that the bird flu

virus is somehow moving directly from birds to people. Of even greater concern is the fact that the virus now appears to be moving from humans to humans. While many health officials in Canada were quick to play down the threat to North Americans, Dr. Andrew Smar, an infectious-disease specialist at the Stoneybrook Herklinik Science Centre in Toronto, said that someone carrying bird flu could have already brought it to Canada and that it is likely only a matter of time before it spreads across the country. "We may not see it this year," he said, "but I suspect sooner or later we will see this strain."

Hoping to contain the disease, Hong Kong officials imposed a Christmas Eve ban on all imports of live chicken from China. Over two days, health officials forced the owners of 180 chicken farms, 39 mixed poultry farms and more than 1,000 poultry vendors to kill

Scientists are racing to prevent a dangerous epidemic of 'bird flu'



Health workers disposing of chickens; Buddhist monks pray for the birds' souls (left). Fear of the virus quickly spread beyond Hong Kong

the past—including the virulent Hong Kong flu in 1968 that killed about 90,000 people around the world. Dr. Smar said that deadly viruses can spread much more rapidly in that region than in Canada because Southeast Asia is densely populated and because many of the people who live there still shop in markets where live animals are sold. Health officials say consumers can easily fall prey to these viruses by cooking the meat. Fukuda, for his part, said that if the virus does take hold among humans it could spread into even more dangerous forms and begin to spread rapidly around the world. For now, scientists have few weapons in their arsenal to control it. The virus for influenza vaccine can normally be isolated in poultry eggs in laboratories, but the strain that has caused panic in Hong Kong actually kills eggs. Scientists at the Centers for Disease Control are currently trying to develop a vaccine, but a full-scale outbreak at this point would be difficult to control. Said Fukuda: "The virus could sort of hang around—either in birds or in low levels in humans, and then gain the ability to infect humans more easily and be transmitted from person to person."

Scientists with the Hong Kong government and the World Health Organization believe the bird flu originated in farms in China's southern Guangdong province, which borders on the former British territory. In what amounted to one of the first tests of Hong Kong's semi-autonomous status, government officials stepped up border patrols along the territory's southern frontier to prevent the smuggling of chickens. Hong Kong scientists are scheduled to begin inspecting chicken farms in Guangdong next week, but local officials say their own investigations, including 1,200 blood tests on chickens in the area, have failed to turn up even a single case of the

virus. Even so, there have been persistent reports that more than one million chickens were slaughtered in the region after contracting the virus in 2006.

Back in Hong Kong, many consumers were shouting all forms of poultry, even though health officials said there was no danger of catching the disease from cooked or smoked frozen chicken. At the Midnight Express, a popular fast-food restaurant, chef Vishnu Ramakrishna said that sales of dishes with chicken had fallen by 40 per cent. As a customer approached the counter, Ramakrishna grabbed a box wrapped "Atlanta, Georgia" that had contained frozen chicken "feet" he said. "Straight from U.S.A. No Chinese chicken here."

At Fatmawati's, a nearby restaurant known for its chicken legs, construction company administrator Michael Kwok was surprised when his salad assistant told two chicken wings on top. "No way," said Kwok. "I won't eat the salad because that has chicken stuff on it now." At a nearby hospital, Wayne Chiu was also playing it safe. "I love chicken a lot. But now I think it's not right to eat any part of the chicken. I would get sick."

In an effort to reassure their passengers, Cathay Pacific and other airlines serving Hong Kong announced they would stop serving chicken on onboard flights. At the same time, many travel agents were telling clients to avoid Hong Kong altogether. "I would not go now to Hong Kong. It's not so safe," said Patsy Yang, a travel agent in Taipei. "People have died from this thing. And the mysterious virus may not have finished its deadly work yet."

With MURRAY CLOSE in Hong Kong

Hope and hunger

Iraqis long for relief from international sanctions

Witnessed journalist Nadine Dittmer, who reports extensively on the Middle East, spent five weeks in Baghdad and Babylon. Her report:

At the Baghdad book market, where members of the city's dwindling middle class sell their most treasured intellectual possessions in order to feed their families, the effects of seven years of international sanctions on Iraq are only too clear. Students search

for secondhand science texts from decades ago. Succeeded by volumes of all descriptions—from an Arabic Geography of Che Guevara to hard 1960s detective novels—a thorough list of books named Karamal displays before my eyes. A father of three with a degree in political science from an American university, he has seen his annual income drop through devaluation of the local dinar from the equivalent of \$2,500 in 1990—the year before President Saddam Hussein ordered his troops to invade Kuwait, sparking international sanctions and the 1991 Gulf War—to \$100 today. Medical care for his diabetic daughter costs up half of that. And for his family's constant meals of rice and beans, they can afford most only three times a month. "Before the embargo," he says, uttering the phrase that has become a mantra for Iraqi Iraqis, "I had a comfortable life. Now, every thing is a struggle."

There is hope, however, for some small relief. United Nations Secretary General Kofi Annan was expected this week to approve an Iraqi food and medical distribution plan as yet another "oil-for-food" program allowed by Iraq's Gulf War foes. Under the plan, Iraq is permitted exports of \$2.8 billion every six months, which pays for humanitarian aid as well as expenditures to Kuwait and some UN expenses. The sanctions, however, likely will continue to hurt. Although Europe and Russia favor a softer approach, U.S. officials want the restrictions to stay in place until Iraq complies fully with UN requirements, including access for UN inspectors searching for hidden weapons stocks. Says a former senior turned taxi driver on Al-Rashid Street, one of Baghdad's main thoroughfares: "Because in Iraq is the living in a prison where you

only get food and water. If you complain, they take away the food and water."

Down in the market in Karbala, once a middle-class neighborhood, a 29-year-old woman named Akram sells linoleum, a collection of antique seeds and yarn. A mother of eight, married all of 12, she is her family's sole breadwinner. Her husband, formerly a taxi driver, was forced to sell his car in 1995. "After the embargo, there were simply fewer

everything from spare auto parts to linoleum. As far as my linoleum commerce, the lobby of the Al-Rashid hotel has recently been filled with eager businessmen from France, Russia, Pakistan—and Canada. They are there to set up contracts in hopes that once the embargo is lifted, they will be ready. "I want by the oil money the other day," said John Bell, a visiting geologist and consultant from Vancouver, "and the mood seemed really optimistic." Officials seem more confident that an end may be in sight, says Bell, and are receiving many foreign business delegations. Executives of Calgary-based Ranger Oil Ltd. say they have been in negotiations for three years for a \$200-million deal to develop an oil field in Iraq's western desert region. Nothing has been agreed, since the sanctions forbid "but that doesn't mean we can't look for opportunities," says Ranger chief executive officer Fred Dymally. Meanwhile, Thane Canada



Iraqi women and children queue outside a mosque for daily food handouts. "Everything is a struggle"

and lower customers," explains Akram "and the cost of maintaining and repairing the car was just too much." Now the family tries to survive on the 1,800 dinars—60 cents—she earns each day at the market, but it is hard. "Before the embargo, I was a housewife and had a relatively happy life. I used to buy a few new dresses every year for myself. Now, I can barely afford to feed my kids."

Moderate is out of the question. The black-market prices are far beyond her means. Iraq's socialized health-care system was once one of the best in the Arab world. Now, when her children are ill, Akram can afford only hot tea or soup. Even the price of a bottle of Aspirin would blow her monthly budget. "But not everyone is suffering," says Akram, pointing to a well-dressed youth driving by in a brand-new Mercedes. He is undoubtedly an "embargo cat"—one of the few who have turned adversity to advantage by smuggling

Pipelines is part of a consortium that hopes to build a \$2.8-billion, 1,200-km natural gas pipeline from Iraq to Turkey.

Back at the book market, Karamal wants to discuss Margaret Atwood. "You know, before the embargo," he said, "we used to get all kinds of books from everywhere. There is an Arab saying, 'A book is written in Egypt, published in Lebanon and read in Iraq.' Now we have nothing left to read."

Nonetheless, he continues to attend meetings of the Iraqi Writers' Union. "We don't have much of anything anymore, but we still have discussion and debate. At least that's not blocked at the Jordanian border." Still the pain was visible. "The worst thing about the embargo," said Karamal, "is not just the food and medicine—it's the sense of being alone, the isolation of the mind."

With DALE ESKER in Calgary

THE NEW LINCOLN OWNERS MANUAL CAN BE CONDENSED TO THREE WORDS: TURN KEY. DRIVE.



THE NEW 1998 LINCOLN TOWN CAR

The New Lincoln Commitment.

When it comes to driving, we believe Lincoln owners have earned the right to relax. The quality of our vehicles recognizes that and our Lincoln Commitment recognizes it.



THE NEW 1998 LINCOLN CONTINENTAL

The Lincoln Commitment provides you with an extensive array of roadside assistance and travel planning services. Our toll-free toll to the Lincoln Center puts you in touch with a trained specialist.

Indeed, there you will find our way to enhance a driving experience that worry-free. No charge for Lincoln Scheduled Maintenance throughout our long warranty period.



THE NEW 1998 LINCOLN NAVIGATOR

With a new 1998 Lincoln*, all scheduled maintenance is now complimentary throughout the entire 46-month / 60,000 kilometer in-coverage period. Think of it as another benefit of owning a Lincoln.

Unmatched service is another step, as our guides you share life's wonderful road better than Lincoln.

For additional information, or to arrange a test drive, please call us toll-free at 1-800-363-0213 or visit our web site at www.lincoln.ca



THE 1998 LINCOLN MARK VIII

*This guide is written for the new Lincoln vehicles and our services are available.

Macleans gives you six reasons to watch television.



Pamela Wallin as your host



Robert Lewis and his editor's column



Brian D. Johnson's film reviews



Anthony Wilson-Smith on politics



Ross Laver's business analysis



Plus, special guests & weekly features

Our weekly half-hour show gives you a vivid look at the people and news from the pages of Maclean's. In addition to your weekly magazine, you can watch Maclean's TV every Sunday at two convenient times on CBC Newsworld: 4:30 p.m. ET / 1:30 p.m. PT and earlier at 7:30 a.m. ET / 4:30 a.m. PT.



Maclean's TV is sponsored by:



ROYAL BANK FINANCIAL GROUP



Watch NEWSWORLD BUSINESS NEWS for the most comprehensive live coverage of financial news in Canada, weeknights at 6:30 and 11:30 p.m. ET on CBC NEWSWORLD.

Maclean's TV

World NOTES

ALGERIAN MASSACRE

Unidentified attackers in western Algeria killed 412 people, slitting their throats and mutilating their bodies, French media reported. If confirmed, it would be the worst reported massacre in Algeria since the start of civil strife in the North African state in 1992, when authorities cancelled agreements that Muslim fundamentalists were poised to sign.

REFUGEES INTERCEPTED

Germany urged Italy to tighten its borders after a ship carrying hundreds of refugee claimants—mainly Kurds from Turkey, Iraq and Iraq—was intercepted off the Italian coast. The two countries are signatories of an agreement that allows free movement among Western European countries. German officials fear an influx of immigrants following a statement by Irish President Oscar Luigi Scalfaro that his country is "wide open" to refugees.

MEXICANS SEIZE WEAPONS

Mexican troops said they had discovered several stockpiles of arms belonging to rebel Zapatista guerrillas in the troubled state of Chiapas. Army officials said one cache was near the town of Achiutla, where paramilitaries massacred 45 unarmed Indians on Dec. 22. About 500 people have died in the past four years in violence related to the Zapatista "lighter" insurgency.

BURUNDI SLAUGHTER

At least 284 people were reported dead after Hutu rebels invaded an unsecured U.N. camp on government troops near the Burundi capital of Bujumbura. Government officials said more than 1,000 rebels took part in the attack, which claimed the lives of an estimated 550 civilians, 130 rebels and 100 Burundi army soldiers. More than 150,000 people have been killed in the past two years in clashes pitting ethnic Tutsi troops against Hutu rebels.

KAUNDA ARRESTED

Zambia's former president, Kenneth Kaunda, defied the conditions of his house arrest in Lusaka to address his supporters. Kaunda, 75, who led the country to independence from Britain in 1964, was detained under emergency laws imposed after a failed coup attempt by junior army officers, which the coalition government accuses him of plotting. He denies the charges.



FAMILY TRAGEDY:

Edith Kennedy (center), widow of assassinated U.S. Senator Robert F. Kennedy and mother of the late Michael Kennedy (front), is hugged by a relative as she walks with family members at her home in Hyannis Port, Mass. Michael, 35, died in Aspen, Colo., on New Year's Eve when he skied headfirst into a tree during an impromptu football game. Recent staff said the Kennedys had been worried about the danger of playing ski football on the slope. The second of Edith and Robert's 11 children, Michael Kennedy was accused last spring of having had an affair with his family's teenage babysitter.

Netanyahu needs budget deal

Israel's government was forced to delay a vote on its 1998 budget after Foreign Minister David Levy threatened to resign in protest and vote against the bill. Levy, a leading supporter of the bilateral peace process, leads the two-member Gush Shalom faction in Prime Minister Benjamin Netanyahu's coalition government. Netanyahu's budget proposes about \$850 million in cuts, including controversial reductions in health-care spending. But Levy, a longtime defender of low-income Israelis, says the cuts would not be required if the government was not simultaneously disengaging billions of dollars to fund the pre-projects of several right-wing religious parties that are members of

the fragile coalition. According to Levy and opposition politicians, nearly \$300 million has been diverted recently to expand settlements on the West Bank and other regions.

Is money for his vote, Levy has damaged health and housing aid for young couples and additional help for the unemployed. "I will do my duty and vote against this evil policy," said Levy. His statement was the latest in a series of political setbacks for Netanyahu, whose government will fall unless a new budget is in place by March 31. At week's end, the justice minister said he was working to persuade his foreign minister to leave to prevent the budget from passing for approval this week.

Revenge killings threaten Irish peace talks

Northern Ireland braced for more bloodshed following a series of slayings that threaten to derail peace talks. The latest escalation began with the assassination of pro-British militant Billy Wright, made a Belfast prison. He was killed by Catholic prisoners armed with guns smuggled into the jail. Wright's group, the Loyalist Volunteer Force, retaliated by killing a former Irish Republican Army guerrilla. The DUV quickly struck again, killing one man and injuring five in a Catholic clinic. Negotiations were due to resume on Jan. 12, but analysts said a deal may be beyond reach. "The process is in tatters," said David Ervine of the Protestant Progressive Unionist Party.

A dose of capitalism

Two years ago, Peter Bruijs was working as a consultant at a hospital in Cambridge, Ont., trying—like many others across Canada—to cut staff and reduce costs. These days, as president of InterHealth Canada (China Inc.), he's more likely to be chatting into a gold leaf with his Chinese business partner and spending all night at meetings at the Chinese ministry of health. "It's not work, it's fun," says Bruijs of his current project, a pioneering effort to build and operate China's first for-profit, full-service private hospital. "Of course," he adds with a laugh, "my hair was brown when we started."

Several grey hairs later, Bruijs's labors are starting to pay off. His company, owned by Toronto-based InterHealth Canada Ltd. and four other shareholders, beat out 30 firms from around the globe in May 1996, to obtain China's first-ever private hospital license. To be called the Beijing Toronto International Hospital, the 250-bed facility will be staffed by equal numbers of Canadian and Chinese doctors and will eventually offer a full range of services, all governed by the same standards as any hospital in Canada.

Canadian medicine has a distinguished history in China, where every schoolchild hears the story of how "Zou Qiren"—Dr. Norman Bethune—brought his training and expertise to the country 60 years ago, after the Communist Long March. But the BTHH will break new ground in a number of areas, not least its orientation towards profit. The proposed hospital represents a partnership among InterHealth Canada—which owns 51 per cent of the venture—the China National Medical Equipment Import Export Co., and the Beijing Corporate Medical Investment Co., a state-owned enterprise with holdings in real estate and transportation.

The hospital's first stage, scheduled to open in late 1998, will include all medical services except organ cardiac and cancer surgery and is budgeted at \$40 million—an investment that InterHealth Canada and its partners expect to recoup after three to four years of operation. "Our data are pretty clear," says Bruijs. "If the market reacts slowly, we would be shocked."

Projections like that help to explain why the Dutch giant Rabobank NV, one of the world's 50 largest banks, agreed to finance the project—with a loan that required no guarantees, an unusual risk for a joint venture in China. According to Bruijs, InterHealth China first approached several large Canadian banks with its proposal, but none had the stomach for such an unusual loan facility.

Granted, the topic of setting up a Western-style hospital in the capital of the world's remaining Communist superpower is a highly complex undertaking. Thanks to a high-bandwidth satellite link, doctors at the BTHH will be able to consult with their peers at the Hamilton Health Sciences Corp.—a group of four Hamilton-area hospitals—24 hours a day. But before it can implement such high-tech solutions, InterHealth China will have to overcome a much more basic obstacle: how to duplicate Canadian standards for everything from information and treatment, to procedures and supplies in a developing city such as Beijing. "To think you can come into China and just set up a hospital is naive," says David Hofmann, a spokesman for the U.S.-China Financial Exchange, a company that has imported medical equipment to China for 30 years, yet spent



Bruijs, actor's rendering of Beijing hospital (above), breaking new ground

four years setting up a small private-care facility called the Beijing Trust Family Health Centre.

One encouraging sign is a unique concession from the ministry of health that will allow the new hospital's pharmacy to import and dispense drugs that may not be licensed for use in China. Still, the main burden of making sure the transplant succeeds will fall on the shoulders of a core staff of 60 Canadians. "It's going to be taxing on us still," acknowledges Bruijs.

Despite the obstacles, there has been no shortage of people ready for the challenge. The hospital's chief administrator, Julia Tegenfeldt, was lured away from her post as CEO of the Vancouver-based British Board, one of the country's largest hospital authorities



Canadians plan to open China's first private hospital

Also in the running for his position were the heads of several of Canada's top teaching hospitals. The recently selected director of patient services in Anne Stiller's hospital, now the vice-president of programs and services at British Columbia Children's Hospital in Vancouver.

This miniature brain drain to Beijing is not as unlikely as it first seems. "People are tired of taking things apart," says Bruijs, referring to recent pull-backs in publicly funded health care in Canada. "They want to build something instead." It is a sentiment echoed by the president of Hamilton Health Sciences Corp., Scott Rowland, who adds that in Canada "we constantly seem to be managing downsizing. It's nice to have a different perspective." Others cite more personal reasons for heading to China. "This is exciting, new, creative, risky," says Helen Ziegler, head of Toronto-based Helen Ziegler and Associates Inc., the recruiter for the hospital and an InterHealth shareholder. "It's those kind of people we're talking to."

InterHealth Canada began three years ago with the idea of exporting Canadian expertise around the world. Its approach was 75 shareholders representing the full spectrum of the Canadian health-care system—including the governments of Ontario and British Columbia, McMaster University, diagnostic services firm MDIS Inc., the Registered Nurses Association of Ontario, the Ottawa Heart Institute and Toronto's Mount Sinai Hospital Foundation. So far, InterHealth has participated in projects in Thailand, Hungary and India, but the Beijing hospital is its first "real home run," says Bruijs. Adds Skip Schwartz, InterHealth Canada's president: "We're here to make money but we're also here to do good. That attitude is sometimes seen to be less competitive, but it's a very Canadian way of doing things."

In the case of the BTHH, competition is unlikely to be intense. In August, the Chinese government passed new regulations designed

to make potential joint-venture partners think twice about entering the market. The rules limit the stake foreign partners can hold in institutional health care ventures to less than 50 per cent and cap the lifespan of such projects at 30 years—compared with the 30-year license obtained by the BTHH. If InterHealth China had been subjected to the same rigorous scrutiny, "we would have reconsidered our position," Bruijs says. Adds Jack Chai, the hospital's vice-president for development, adds that the Chinese authorities want to see the first rush to city up and running before deciding whether to allow similar projects. "It's not like it's real estate—should care in a very special, sensitive area," Chai says.

Moreover, the announcement of the hospital deal is good news for Beijing's 150,000-strong expatriate community, for whom full-service Western health care typically necessitates a flight to Tokyo or Hong Kong. The Chinese capital is home to several joint-venture international clinics, but most offer only basic services, and the specially designed foreign wings at local hospitals do not provide the level of comfort to which expatriates are accustomed.

Expatriates, however, are only part of the equation: the hospital expects that half its future patients will be Chinese, members of a growing urban elite that is starting to demand high-quality health care. "They're able to pay other services," explains Roberto Lipson, the president of U.S.-China Financial Exchange. "But there wasn't the option of paying more money for more or different or better services."

Lipson, an American who has spent 20 years in Beijing, recently conducted an informal survey in which the adult Chinese respondents if they would be willing to spend several thousand dollars to have a baby in a state-of-the-art facility. "They said, 'We spend that much on a five dinner party in one night,'" she recounts. One of the services slated for BTHH's first stage is an obstetrics unit.

Already one of the main concerns of the hospital's administrators is to control demand for its services. The most obvious mechanism in place at the outset the hospital will sell memberships to 1,000 families, charging contributors \$1,400 per year and \$700 for each additional family member. Chinese doctors will have to buy an \$8,000 lifetime membership with \$2,800 for each additional relative. Members will then pay extra for any treatment, based on a tiered service structure roughly equivalent to about 70 per cent of the prices charged by U.S. hospitals.

But if that way and the hospital sounds distinctly as Canadian. But Bruijs dismisses such concerns. "Canada should export its strengths," he says, and exporting health care can be the source of a lot of jobs back home. He cites the fact that Hamilton Health Sciences Corp. will benefit from its deal to consult via satellite with the BTHH, and that the satellite link itself will create technical jobs. Adds Ziegler, whose company in North America's largest recruiter for hospital abroad. "There's room for a commitment to top-tier health care, to teaching and to making money."

Ultimately, the hospital will be a Chinese resource. When the BTHH license expires in 2028, China will take possession of "an infrastructure of top-tier Western health care," says Bruijs. Whether the authorities decide to keep the Canadian contingent, use the hospital as a teaching facility, or simply continue to reap the rewards of their investment will be entirely up to them. "That is the first step of the long march," says Chai. And a revolutionary deal, at that.

JOANNA SLATTERY in Beijing

The corporate name game

In a market awash with products like Nescafé, Neslon and WorldNet, Brampton, Ont.-based NameLab Inc. is making a handsome living for licensed and bulk buyers by playing on a single commodity to corporate customers. It is invisible, intangible and weightless, but something that every successful company needs—a brand name.

The name game is proving to be a growth industry. Javed's company, ABC Namebank International, is among a growing number of firms that do nothing but invent names for other companies and their products. ABC Namebank's credits include the names Trilex, the successor company to the Alberta Government Telephone Co., Celanese Inc., a major Canadian electronics manufacturer that was spun off from IBM in 1996, and Ripcor, Edmonton's electric and

LOST IN THE TRANSLATION

In an era of global marketing, companies increasingly strive to come up with product names that work well in many languages. Some past examples of cross-cultural marketing disasters:

- **PINK PINTO:** In Brazil, "pinto" is a slang term meaning "under-endowed male."
- **CHEVROLET NOVA:** In Latin, "nova" means "new star." But when spoken aloud in Spanish, it sounds like "no va"—"it doesn't go."
- **PUFFY TISSUES:** In Germany, "puff" is a colloquial term for a toilet.
- **CLAUDIA, MIST STICK:** "Mist" is slang for marijuana in Germany.
- **KILLDOG BRAND BUDS:** The canola's name translates loosely into Swedish as "bust terror."

water utility in the United States, well-known product names such as Pentium (an expression), PowerBook (laptop computers) and AirTouch (pagers) were likewise created by naming companies—at

prices that often top \$500,000 for a single word.

In an increasingly global marketplace—such as which trans-cultural demands of new goods and services are introduced every year—the demand for unique, catchy labels is greater than ever. Hence the growing number of specialized naming companies, which combine linguistic analysis, marketing and market research and creative intuition to come up with distinctive monikers. "When we first started, it seemed crazy to be in the naming business," says Javed, 53, who set up ABC Namebank 20 years ago after dropping out of the MBA pro-

gram at McGill University in Montreal and working for several years as a marketing consultant. "Now, when electronic computer and the Web mean names have to work on a global scale, it's highly strategic. Unless you have a good, distinctive trademark, you will disappear into the noise."

As recently as the early 1980s, there were only a handful of naming companies. In Backrich, founder of San Francisco's NameLab Inc., which came up with the labels for Compaq computers and AT&T's TrueVoice wireless long-distance service, says there are now about 100 naming companies worldwide, most in the United States but some as far afield as Moscow, Japan and even Iraq. Across North America, naming companies will pull in between \$25 and \$50 million in revenues this year, Javed estimates.

With so much competition, finding a good name that has not already been taken is increasingly difficult. In 1988, 415,3 trademark law was changed to permit companies to reserve words marks even if they do not yet have a product to go with it; a similar provision has been on the books in Canada since 1979. As a result, U.S. trademark applications have skyrocketed—up from 83,000 in 1989 to more than 360,000 in 1996. Over the same period, filings for trademarks in Canada increased 20 per cent to more than 53,000 per year.

According to Backrich, the packaged-goods industry is still the biggest source of revenue for companies such as NameLab. "All trademarks, all identifiers are basically the same," he adds. "Therefore usage is very important. The main reason people pay a dollar for a Coke and not 70 cents for a Subway Cola is due almost entirely to the product's image in your mind."

More recently, however, high-tech assets

If a Canadian artist makes a statement but no one is there to report it, does it make a point?



ROGERS COMMUNICATIONS INC.

Covering the arts in Canada demands more than just reporting. It requires exploring, discovering new directions. Those who do it well help energize our national identity. Those who do it superbly help bring art into our daily lives. We should thank them for that. The Rogers Communications Media Award for Coverage of the Arts was created to do just that by recognizing excellence in electronic arts reporting.

Producers eligible for nomination will have created and/or produced (after Jan. 1st, 1996) a provincial or national broadcast or cable special, or a sustained series, featuring the work of Canadian artists and drawing attention to the arts in Canada. The French-language and English-language award

recipient will receive a \$1000 prize each.

Last year's winners were Michael F. Corbett for *The Arts Report* and Janet Leclair for *Commentaires du Pacifique*.

Nominations for this award may be made by members of the Canadian Conference of the Arts or a professional colleague of the nominee. The nomination must be accompanied by a biographical sketch (max 200 words) and 5 copies of the audio and/or VHS cassettes of the nominee's work. Deadline for receipt of the nominations in the office of the CCA is March 1st, 1996. For more details call 1-800-463-3561.

ROGERS

Communications Inc.



GET YOUR FREE COPY NOW!

HOLIDAY PLANNER
1997-1998

The 35 inside guided tour will show you why a holiday at the WALT DISNEY WORLD® Resort in Florida is the perfect choice for Canadians. It's a holiday that promises you a completely unique experience full of fun, action, discovery and fantasy. You'll be invited to join our host as he takes you on a magical tour of our 47 square mile resort. You'll be amazed at what's new. We'll also pass along "Top Tips" on all our major attractions.

And the best part is it's FREE!
For your very own copy call:
1-888-286-1929
Reservations are limited

WALT Disney World Resort
The one place we're all the same inside

© Disney

*Message for
Maclean's Readers
about a convenient service
we think you'll find useful!*

Dear Maclean's Reader,

Here's an easy, convenient way to subscribe...

You can charge a Maclean's subscription to your credit card, every 3 months. It's just \$11.57*, 4 times a year.

A large number of our subscribers use this simple, convenient service to pay for their subscriptions. The benefits are clear - no interruption in service, no renewal notices, and this service is free.

Of course, your satisfaction is completely guaranteed. You can change your instructions at any time.

It's easy to change a subscription to your credit card - just call now:

**1-888-Macleans
(1-888-622-5326),
or 416-596-5523 in Toronto**

*Tax not included

Maclean's

WHAT MATTERS TO CANADIANS

BUSINESS



Joined: women that stand out from the crowd

facturers have sought professional advice in hopes of ensuring that their products stand out in a sea of sound-alike competitors. According to research by California-based naming company Master-McNeil Inc., women's shirts employing the well worn labels "net," "web" and "cyber" have increased from 461 in 1989 to more than 7,000 last year.

Technology has boosted the naming business in other ways, too. Where once only large corporations had to worry about international marketing, today any company that advertises on the Internet can expect its products to be exposed to a worldwide consumer audience. As a result, more companies seem willing to pay for a naming company's expertise to increase the chances that their marketing campaigns will succeed in other countries. A good example is Celestica, which Javed dreamed up four years ago while pondering the transition from land-based communication to wireless networks and satellites. "The goal was to position the company for the future, and that meant looking seaward," he says.

Still, some professionally graduated names look a bit like the emperor's new clothes. Challenged in 1991 to name the follow-up to an Apple computer, the Mac Classic II, Master-McNeil came up with Mac Classic II. "Sometimes our work is about strategically advising clients not to give a product a new name," explains company president S. B. Master. Even as the cutting-edge business of corporate naming, the old rule applies: if it ain't broke, don't fix it.

VINCE HEISER

There Will Be 760,000 Women-Led Businesses By The Year 2000.

(Sooner if they watch this.)

Success Inc. A new television show about Canadian women who started their own businesses and made them go. Every week they'll share the secrets of their success. Tips, advice and inspiration from women who've made it. Tune in Wednesdays at 7:30 pm ET and discover why women will be the next big force in business.

Check local listings for additional broadcast times.

Brought to you in part by
 Altamira

Success Inc.

wtv

If your idea of an investment and personal finance plan is to AVOID investment and personal finance, this series is for you.

Introducing The Financial Post 10 part series

The Guide to Investing and Personal Finance

Every weekend starting January 24

If you have any interest in investing and gaining control over your personal money, you will want to read this valuable resource. The *Financial Post Guide to Investing and Personal Finance* details everything you need to know about how to get into the stock market, expand your investment portfolio, and come to terms with your personal finances.

Make sure you are among the first to benefit. Start reading *The Guide to Investing and Personal Finance* weekends in The Financial Post, January 24 to March 28. Available at newsstands everywhere.

For home or office delivery,
call 1-800-387-9011

The Financial Post

Deirdre McMurphy

The Bottom Line

Corporate fortune-tellers

From Cassandra and Nostradamus to Alvin Toffler and Paul Feyerabend, prognosticators have always had a grip on human destiny. People want to know what events or trends will shape their lives—especially at the start of a new year.

However, it is now high season for seers for a variety of reasons. The fast pace of change and the globalization of markets have made it harder than ever for big companies to follow rigid shifts in consumer taste. After a brief necessary fling with "no name" products, brand names are back. And companies are scrambling to distinguish their goods in order to command top

well as a cynical attitude toward authority. Consequently, the fortune tellers of the moment are those who can bridge that gap. New York City-based futurist Logans-Madson and James De Luca are "cool hunters" who track and interpret future trends for their A-list roster of corporate clients. The co-leaders of a market research firm called Spotalix, they are also the authors of *Street Trends*, a book about the impact of youth culture on mainstream marketing.

Twice a year, the Spotalix partners publish a "Mindtrends" report, which analyzes the research conducted by a score of young consultants who videotape candid inter-

views with their peers. The firm also undertakes consulting projects with companies such as Nike, Ikea and Pepsi to help them attract and hold the attention of youth. "This generation grows up with unprecedented consumer choice," says Logans-Madson. "That means you have to grab their loyalty now or they may not come with you in the future."

The trick to staying current is to understand the difference between a trend and a fad

According to Logans-Madson, the trick to staying current and protecting your brand's market share is to understand the difference between a trend and a fad. A fad, she says, is a "transitory, whimsical pet. A trend, on the other hand, is a shift in the prevailing thought process that eventually causes itself in a range of popular tastes and ultimately consumer goods."

An example is the increasing popularity in North America of Buddhist and Transcendentalist spiritualism, which has influenced the emergence of the "techno-spiritual" movement. Companies at the forefront of that trend have started to develop products like athletic shoes that are more natural in design and composition, using traditional materials such as canvas.

The future may be harder than ever to read, but for competitive corporations, it has never been more important. For them, staying out of the old and riding in the new is more than just an annual ritual. It has become necessary for survival.

Internet Advertising

DIRECTORY

Media Canada Connect
http://www.mcc.ca
Tel: (800) 421-0100

The independent network of Atlantic Canada's media buyers meets here. From radio to TV and print, our current lists cover all content areas. Check our website for good opportunities to "make noise."

Search 101
http://www.search101.com
E-mail: help@search101.com

The Search 101's 101 is a directory. **TRAVEL**, **RENTALS**, **EVENTS**, **FOOD**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ARTS**, **ENTERTAINMENT**, **EDUCATION**, **HEALTH**, **SPORTS**, **ARTS**, **TECHNOLOGY**, **ENVIRONMENT**, **SCIENCE**, **RELIGION**, **PHILOSOPHY**, **PSYCHOLOGY**, **SCIENCE FICTION**, **MYSTERY**, **THRILLER**, **NOVELS**, **POETRY**, **PLAYS**, **SCREENPLAYS**, **COMICS**, **TELEVISION**, **RADIO**, **MOVIES**, **MUSIC**, **VIDEO**, **BOOKS**, **ART**

FELDERHOF ASSETS FROZEN

A court in the Cayman Islands froze millions of dollars in assets belonging to John Felderhof, former shell geologist for disgraced Bio-X Minerals Ltd. and a resident of the Caribbean nation. Deloitte and Touche, the Calgary company's bankruptcy trustee, requested the move after filing a civil suit against Felderhof and his wife, Ingrid, in Dec. 16.

FUNGICIDE APPROVED

Health Canada endorsed a fungicide for tobacco that U.S. regulators disavow as a "possible human carcinogen." Ottawa quietly approved Aclate, which kills blue mould, last summer. Critics say the move is part of Canada's campaign to convince China to end its ban on Canadian tobacco, imposed after an outbreak of blue mould in 1979.

KMART CLOSINGS

Kmart Canada Co. said it will close 10 of its 122 stores by the end of March, and may close another 16.4 sales do not improve. The move will throw 270 full-time and 452 part-time employees out of work. Kmart would not reveal the 16 stores under review, but said sales at these locations are improving.

GREEN LIGHT FOR SABLE

The Sable Island national gas project cleared its final regulatory hurdle after a federal-provincial court imposed conditions designed to ensure Nova Scotia companies benefit from the development. The project could create up to 4,000 construction jobs and is slated for completion in late 1999.

SATELLITE WAR

A group of Canadian broadcasters launched a lawsuit to stop the sale of satellite dishes used to receive signals from U.S. satellite-TV companies. The broadcasters, including WIC Premium Television Ltd. of Edmonton and Eircomco Inc. of Toronto, are targeting 21 distributors across Canada and want \$200 million in damages.

THE BASSES ARE BACK

The billionaire Bass brothers of Texas and the Ontario Teachers' Pension Plan Board spent more than \$26 million to buy a five-per-cent stake in Agrium Inc., a Calgary-based fertilizer maker. Sci and Lee Bass are regarded as activist investors who push poorly performing companies to make changes.

The Péladeau ship sails on

For one of Canada's most flamboyant businessmen, it was a surprisingly uneventful farewell. But Pierre Péladeau, the 73-year-old Quebec media baron who died Christmas Eve after suffering a stroke on Dec. 2, wanted it that way. At a private memorial service, Erik Péladeau, chairman of Quebecor Multimedia Inc., scattered his father's ashes over the family's Jewish Laurentian estate. In his eulogy, Erik, 45, vowed that Quebecor Inc., his father's \$6.3-billion printing, publishing and pulp-and-paper empire, would live on. "As the eldest, I'm committed to ensuring that the ship continues to sail as smoothly as possible."

Analysts do not expect a family feud for control of the company. Four of Péladeau's seven children are involved in Quebecor, but Pierre-Karl, 37, who heads the company's printing operations, is widely viewed as his father's eventual successor. For now, Jean Nivens, a 29-year Quebecor veteran, succeeds Péladeau as presi-



Pierre-Karl Péladeau (left), Lucien Boivin (far left) and Erik Péladeau (right) at a family head.

dent and CEO while Charles-Albert Pénisson, chairman of the newspaper division, becomes chairman of Quebecor Inc. Senior executives say the firm will continue to expand aggressively. Despite a failed attempt in 1996 to buy Toronto-based Sun Media Corp., the company says it is committed to expanding its publishing interests outside Quebec.

Stormy weather ahead

Insurance companies are bracing themselves for the worst. After a relatively placid year in 1997, the number of natural disasters will climb in 1998 and beyond, said the world's largest reinsurance company. Munich Re said weather disturbances such as El Niño and global warming caused by higher greenhouse-gas emissions could make catastrophes costlier and more frequent in the future. Last year, there

were 530 "large loss events," well below the usual total of 580 to 600, the German-based company reported. But the fact that storms and floods did most of the damage points to the potentially disastrous impact of climate changes caused by pollution, it warned. The global insurance industry paid out \$8.4 billion as a result of natural disasters last year—only half as much as 1994—but the human toll was more severe: about 11,000 people were killed compared with 12,000 the year before.

FINANCIAL OUTLOOK

After dipping to its lowest level in 12 years, the Canadian dollar rebounded above 70 cents (U.S.)—but not before battered banks boosted interest rates on six-month and one-year mortgages by up to a quarter of a percentage point. The rise on a closed one-year mortgage rose to 6.65 per cent.

Analysts said the dollar's rally was powered by growing optimism that industrialized countries will band together to avert financial disaster in Asia. Despite the dollar's surge, forecasters say the loonie will remain weak throughout 1998, rising little beyond 73 cents (U.S.). Analysts say the dollar is still hampered by the Bank of Canada's reluctance to raise interest rates, the continued threat of Quebec secession, and lingering concern over the impact of Asia's economic woes.

MORTGAGE COSTS

One-year interest mortgage rate	Monthly payment on \$150,000 loan, 25-year amortization
Jan. 1, 1998 6.55%	\$619.11
Jan. 2, 1998 6.65%	\$676.88

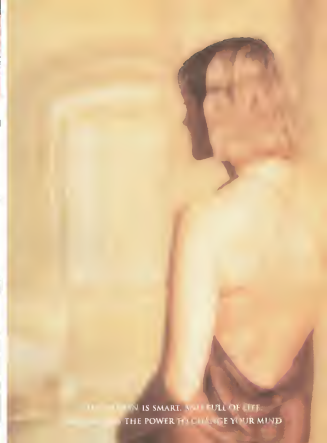
Source: Bank of Canada

"With domestic demand rising at a solid five-per-cent annual rate since mid-1995, and exports sagging at less, a weaker dollar might be the most desirable configuration for the economy as a whole."

—Nesbitt Burns

"The dollar should be tested higher day after day—and as investors want to Canada very low inflation, a steadily improving fiscal performance, and a vigorous monetary outlook."

—Scotiabank



THE MIND IS SMART, AND FULL OF LIFE.
THE POWER TO CHANGE YOUR MIND.

she's 51 and she's going through menopause. Somewhere around that age, chances are you'll be doing the same. It's the ideal time to remind yourself you still have all the wonderful qualities you've

always had. The only thing you're losing is your estrogen. Menopause is simply a biological turning point. And while some women find themselves experiencing symptoms such as hot flashes and night

sweats, it's actually the silent symptoms of estrogen depletion that have huge implications on your long-term health. As your estrogen exits stage left, your risk of heart disease and osteoporosis soars. But you can do something about it.

Estrogen has always protected your heart. As it depletes, your vulnerability to heart disease and stroke rises significantly.

KEEP YOUR TICKER TICKING.

Most people don't realize that heart disease is by far the number one killer of women. What can you do to protect yourself? Find

out if there's a family history of heart disease, both you and your physician need to know. Some lifestyle changes can also gladden your heart.

Every one of the 206 bones in your body will thank you. Estrogen depletion is a notorious cause of the silent epidemic known as osteoporosis. Many women don't realize how crippling this disease can be.

206 REASONS TO EAT A HIGH-CALCIUM DIET

Your bones can become so fragile that even everyday activities, like giving a hug, may become impossible without risk of fracture. Just some of the questions to assess your risk include: Do you have a family history of

osteoporosis? Do you eat a calcium-rich diet? Are you physically active? Do you smoke? Once you've assessed your risk there are changes you can make to ensure healthier bones: Exercise regularly. Eat right ("right" means 1000 to 1500 mgs of calcium daily if you're over 50). And consider calcium supplements if you're getting insufficient calcium in your diet at any age. If you're at increased risk your doctor may suggest a test to measure your bone density and recommend hormone therapy or other preventative measures.

Many women benefit greatly from hormone replacement therapy. It eases short-term symptoms like hot flashes, and helps to prevent osteoporosis and heart disease. Yet HRT raises concerns about breast cancer. While the jury's still out, the fact is all women should be concerned about breast cancer - risk increases with age regardless of HRT. The best way to protect yourself is to do monthly breast self-examinations (your doctor can show you how).

THE HRT DEBATE.

SEVEN SECRETS TO A HAPPY HEART.

1. DON'T SMOKE.
2. GET REGULAR EXERCISE. (NO 10% OF MENOPAUSAL WOMEN DO IT)
3. EAT A LOW-FAT DIET
4. EAT LOTS OF FRUIT, VEGETABLES AND WHOLE GRAINS.
5. STAY AS CLOSE TO YOUR IDEAL WEIGHT AS POSSIBLE
6. IF YOU DRINK, DRINK MODERATELY (ONE A DAY IS OKAY)
7. LAUGH A LOT

BONE UP ON THE CALCIUM

Source	Calcium (approx. mg)
MILK (1 CUP BONE)	315
YOGURT, PLAIN (1/2 CUP LOW FAT)	292
SALMON (3 OZ., CANNED WITH BONES)	156
BAKED BEANS (1 CUP)	163
TOFU (1/2 CUP PROCESSED WITH CALCIUM)	156
ICE CREAM (1/2 CUP)	100
ORANGE (1 MEDIUM)	52

And if you're 50 years of age or older, or have a family history of breast cancer, talk to your physician about a mammogram.

Some women find menopause gives them an enormous sense of freedom because they no longer have to worry

THE STORK TAKES A BREAK.

about getting pregnant. However, to prevent an unexpected arrival of the stork you should continue to use birth

control for 1 year after your last period. If you're older than 50, if you're younger than 50, use it for 2 years after your last period.

Feel like menopause is some weird joke Mother Nature is playing on you? Your body's thermostat is going

A MENOPAUSAL FLASH: YOU CAN DO SOMETHING ABOUT YOUR "PERSONAL SUMMER."

crazy, and so are your moods. Fortunately these symptoms aren't experienced by all women. And while they aren't

life-threatening or permanent, these symptoms can be quite disruptive. Although not scientifically proven, some women find relief with alternative remedies like diets rich in soybeans and flaxseeds. Others note an easing of symptoms with lifestyle changes such as increased exercise, relaxation and a reduced caffeine intake.

Not only will this change the way you think about menopause, it will likely change the way you live. Now

THANK YOU FOR READING.

that you have the facts, you have the power to manage the greatest risks of estrogen loss, such as

heart disease and osteoporosis. And by doing so, chances are pretty good that you're going to live a long and healthy life after menopause. Knowledge is its powerful medicine.

ABOUT MENOPAUSE.





If you found this booklet helpful,
please pass it along to a friend or family member
who could also benefit from it.
Other helpful resources

THE SOCIETY OF
OBSTETRICIANS AND
GYNAECOLOGISTS OF
CANADA



LA SOCIÉTÉ
DES OBSTÉTRICIENS
ET GYNÉCOLOGES
DU CANADA

Committed to enhanced reproductive health care for Canadians
Pour des soins améliorés en matière de reproduction au Canada



Osteoporosis
Society of Canada

La Société
de l'ostéoporose
du Canada

The Osteoporosis Society of Canada is committed to improving the bone health of women in menopause and preventing postmenopausal osteoporosis.

The Osteoporosis Society of Canada and the Society of Obstetricians and Gynaecologists of Canada are working together to promote awareness and understanding of menopause and osteoporosis. For more information please call 1-800-463-5842, a toll-free women's health information line provided for you as a free public service.

Lilly

Dedicated to advancing women's postmenopausal health

The Nation's Business



Peter C. Newman

Jean Chrétien's tragic unfulfilled promise

We tipse into 1980 as a nation politically beleaguered, but it could be the calm before the storm. The main political event of 1980 may be to resolve the great Jean Chrétien's puzzle: what kind of prime minister does he want to be when he grows up.

His predecessors aimed for the nation's highest political office with some specific goal in mind, even if it was as shallow as leaving a personal mark in the nation's history books. Up to now, Chrétien's main contribution to history has been as a footnote to the Brian Mulroney Years. Chrétien is now known as the man who killed the former Tory prime minister's mandate by carrying out Mulroney's policies without adding any significant ones of his own.

Just about all of Mulroney's major decisions, which Chrétien had once so vigorously opposed, have been appropriated by the Liberals. Chrétien's pledge to abolish the hated GST was one of the misadventures for his elected majority in 1983. The tax remains in place. Chrétien was a hard critic of the North American Free Trade Agreement, promising to eradicate or renegotiate it as soon as he was sworn into office. He never changed a course. When Chrétien was busy attacking Mulroney's orgy of patronage appointments, he guaranteed he would change the system. He has. It's now Liberal instead of Tory backs who get all the plum jobs. Concluding rules Ottawa.

One of Chrétien's few decisive acts after he took over as prime minister in November, 1983, was to cancel those Cadillac jets in the sky, the 120-140 helicopters, ordered last not delivered under the Mulroney government. He also ordered a halt to the consolidation of Kenneth Leister B. Pearson International Airport, because he said that the contract had been awarded unfairly to Mulroney partisans. In the end, Chrétien had to come to terms with the airport developers, and the purchase of the Cadillac-size helicopters seems to have been revived, although the new version is marginally less expensive. The result is the needless waste of about \$1 billion to Canadian taxpayers in conclusion, profligate and lowest self-interest.

Jean Chrétien's manner is lively—he was elected to Parliament when John Kennedy was still counselling in the White House and is as John F. Kennedy was being elected by Leister Pearson—seems to be based on a bizarre phenomenon. It works something like this: During the roughly quarter century that Pierre Trudeau and Brian Mulroney occupied the prime minister's office, Canadians became so disillusioned with their political leadership that they couldn't start the prospect of living back one more time. This suspension of disbelief is what the Chrétien phenomenon is all about. It's not that they particularly want to follow a jobless man from Sherbrooke. He survives because we can't swallow yet another disillusionment, and so we

pretend that he isn't really as pathetic as he seems. How else to explain why Canadians put up with a leader who can't make himself understood in any recognized method of communication, including body language?

By the fall of 1986, Chrétien will have occupied the prime minister's office for five years. That's more than enough time for him to demonstrate why he ought to go hard for 30 years to get there. What's it all about, Jean? We merely continue to believe that the true calling of politics is to want to do something, not to be somebody. What isn't, precisely, that Chrétien wants to do? Just being there is not enough. Balancing the budget deficit was worth a try, but dreams and visions need broader dimensions. Prime ministers ought to be judged not how they occupy their time from day to day, but by their last no-

ments, when they demonstrate actual success about the country whose citizens endorsed them—as Chrétien's case, twice—with the opportunity to do great things.

Jean Chrétien has yet to respond to that challenge, or even to acknowledge that he is supposed to exert will and imagination in behalf. It is not enough to just tell Canadians to relax and be happy. His every pronouncement is an apology. There is no sense of responsibility or compassion in his social and political harangues. Nada.

Chrétien's passivity has impeded itself on Ottawa. The city's power brokers are believing as though they were plagued with one idea (probably that of Chrétien's alter ego, senior policy adviser Edna Goldenberg, which tells them what to think, how to dash down their aspirations, how to judge who's hot and who's not—oil within a five kilometre radius of Parliament Hill, of course. From the outside, the crowd's powers and abilities seem no longer new, much and hardly shake it all on merely scurrying on the surface of experience and looking upon the real issues that bother Canadians.

Hey guys, there's a country out here that needs jobs of TLC. Listen to the people, or they'll stop listening to you, and Preston Manning will be outchasing dig to 38 Sussex Drive. Chrétien is defended—and there are many—could that his time has been taken up, but they're not going to try to keep the country from falling apart, and that it hasn't. Not yet. But that is where the political storms will blow this year, with Lucien Bouchard probably calling an election that he will win and use as his springboard for the next reformation.

It is painfully obvious that the Chrétien formula is not working. But the misperception continues. To reverse tracks would be almost impossible, too many words would have to be eaten. Too bad. Without a drastic approach, it may have to last Canada often.

Peace, Jean Chrétien, welcome 1990 and smile the future. You're the only prime minister we've got.

Escape into Klingon

University linguistic departments are usually hives to parrot professors, pointing out the syntax and morphology of current and ancient languages. If only, the purists of one university were forced to expand their vocabulary to include Klingon, the fictitious language of the rising in *Star Trek*. At the Université du Québec à Montréal, the Klingon dictionary has already been used as a classroom tool, and one center's student just finished a two-year project on the language's social impact among the thousands of aficionados.

For Robert Papi's fascination with the language first sparked in the 1985 movie *Star Trek: The Wrath of Khan*, developed when he was asked to do a dictionary of the language, written by Klingon creator Marc Okrand. Since then, Papi has had his students take a closer look at what he calls a "creative masterpiece." Under Papi's watchful eye as her adviser for her final master's project, Duane Allard was never a fan of the show. Still, she was curious to discover why the language was so popular among cartilage. "It's a way for people to put themselves in another world," says the master graduate. "to escape from the everyday." For those wanting an access, the Klingon Language Institute can be visited online at www.klingon.org.

Allard's master's project on the fictitious language of *Star Trek* essay



Big business supports Harvard

Bill Widener, 75, had a long, illustrious career in Canada's corporate sector, serving as president of Wood Gundy, Hertz, Wal-Mart and Consumer's Gas. The key to his success, Widener believes, was earning his master's degree from the Harvard Business School in 1950. "Going to the Harvard Business School was the making of me," said Widener, who manages his investments and operates a hedge fund in north-west of Toronto. Indeed, so strongly does he believe in his Harvard education that he became the first contributor to a recently concluded campaign that raised \$99 million to subsidize Harvard's business education. Each fall, between 50 and 60 Canadians join the Ivy League—currently \$30,000—to enroll in the Harvard Business School, and spend, on average, another \$30,000 on living expenses. In order to ensure access to a diverse group of students, Widener and several former graduates launched the Canadian Initiative in 1999 and received donations from roughly 300 Canadian donors. Starting this fall, interest from the fund will provide 40 bursaries, allowing students to attend Harvard for roughly the same cost as a Canadian alternative. Keeping true to that promise will prove costly. For instance, at the Richard Ivey School of Business at the University of Western Ontario in London, Ont., fees will rise from \$12,000 this fall to \$18,000 by the year 2000. Clearly business education, with both sides of the border, has become big business.

Nova Scotians battle to rebuild

For more than a decade, Pam Streeter protested, marched and wrote letters demanding the Nova Scotia government build a new school for Hammonds Plains just outside Halifax. "Our elementary school is built for 500," says Streeter, but there are over 800 children there now. "Since spring in a campaign to discourage potential buyers from moving into the trendy area, she and other parents posted signs on roughly 200 front lawns, reading, "If you live here, where would your children go to school?" Now, her wish has been fulfilled: the government has announced \$300 million for new schools and renovations across the province—including a new junior high school and two elementary schools in Streeter's district. Approximately \$270 million will be used to build 36 new schools or for renovation projects, and an additional \$30 million will be used to upgrade 57 old or crowded schools. To speed up the process, the school projects will be bundled and tendered by region. Hammonds Plains Junior School is one of three new schools deemed critical, and construction is expected to start immediately. "Many of these communities have already waited 10 years or more for a new school," says Education Minister Robbie Harrison. "No one should expect our children to wait any longer." For Streeter the squeaky wheel has finally been greased.

Penalty for poor taste

When engineering students at the University of Regina printed three demanding jokes in their student newsletter recently, the repercussions were swift. One example, printed in *The Rat's Nest*: "What do you tell a woman with two black eyes? Nothing, you've already told her twice." Within days, the student union had pulled the engineering society's \$325 club fund. And it pledged to address violence that, it says, exists in several male-dominated faculties. "With the publication we received last fall the evidence of a problem that many women have been expressing to us for some time," says Maylene Brown, president of the student union. But many engineering students feel that the consequences are too harsh. "We certainly do not condone the cartoon," says Sarah Foster, public relations director for the engineering society. "It was a misguided mistake by a first-year student working at 2 a.m. under a tight deadline. We are a young campus and we don't have that male-dominated tradition that exists elsewhere." Call it a tradition that has been ripped in the bud.

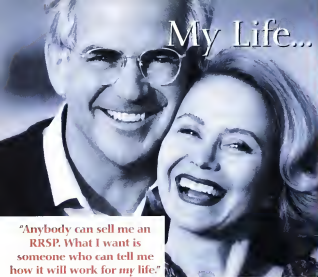


THE ALL-NEW CHRYSLER INTREPID IS BUILT THAT EVERY COMPONENT FROM THE FRAME, TO ITS ALL-ALUMINUM ENGINE, EVEN THE LITTLE BUTTON THAT RESETS YOUR TRAP MARRAGE HAS BEEN COMPLETLY REENGINEERED. WE'RE TRUSTING THIS COMMITMENT TO REENGINEERING INTO EVERY NEW INITIATIVE WE HAVE, SO YOU TOO HAVE NO WORRY ABOUT IT WHEN YOU CAN PUT INTO IT FOR MORE INFORMATION CALL A 800 950-2700 OR VISIT OUR WEB SITE AT WWW.CHRYSLERCANADA.CA



ENGINEERED FOR THE WAY YOU LIVE. **INTREPID**

My Life...



"Anybody can sell me an RRSP. What I want is someone who can tell me how it will work for my life."

When you're surrounded by the seasonal rush of RRSPs, it's reassuring to know someone is looking out for you all year long — your ScotiaMcLeod Investment Executive.

We believe your RRSP is part of a continuing dialogue between you and your investment advisor. It's a critical component of your overall financial plan, and we'll help you make the most of it — 365 days a year.

With the ScotiaMcLeod Full Service RRSP, you have the widest range of investment alternatives available. Extraordinary flexibility. Objective, knowledgeable advice. And the top-ranked

research and product innovation of one of Canada's leading financial institutions.

Talk to a ScotiaMcLeod Investment Executive about your best approach to planning for retirement. It's one more step in building a relationship for life.

For more information call 1-800-387-1634.



ScotiaMcLeod
Building Relationships for Life

several articles in this issue

ScotiaMcLeod is a member of The Scotiabank Group

Member CIP

Mutual Funds a strategy for everyone



IN PARTNERSHIP WITH THE INVESTMENT FUNDS INSTITUTE OF CANADA

The Investment Funds Institute of Canada is the national association of the Canadian investment funds industry. Member funds currently represent almost 100 per cent of all open-end mutual funds in the country. Membership comprises mutual fund management companies, retail distributors and affiliates from the legal, accounting and other professions. ►



THE INVESTMENT
FUNDS INSTITUTE
OF CANADA

Smart Choices.

IN BOND AND INCOME FUNDS

Altamira Bond Fund

Income Fund of the Year: ranked #1 for 1, 3, 5 and 10 year returns.*

New award: *Best Bond Fund of the Year*! The Altamira Bond Fund has provided an extremely well-deserved investment return as well as preserving investors' capital. No wonder, its investment quality was rated AAA by the Canadian Bond Rating Service.**

Altamira Dividend Fund

One of the most conservatively managed funds in its category

The fund tends to profit from dividend-paying stocks. Corporate profits are increasing and interest rates are low: a great environment for a Dividend Fund.

Altamira High Yield Bond Fund

One of Canada's most experienced High Yield Bond Fund managers

Investing in a portfolio of lower quality debt, the fund is managed to provide high levels of income. The manager reduces risk by having a diversified portfolio (investing in a number of corporations and debt issued by a few developed nations) and uses a "sell-off" approach to maintaining income.

Altamira Income Fund

Ranked #2 in its category for 10 year returns.*

This fund expects an AAA rating from CIBC.*** The manager uses an active approach to anticipate changes in interest rates to protect investors' capital and produce superior returns. The manager's goal is to outperform the year GIC and 1-month T-bill—two goals the fund has consistently achieved.

Altamira Short Term Government Bond Fund

Alternative to 1 and 5 year GICs plus the security of government bonds.***

The fund is managed to produce a reasonable rate of income while maintaining capital preservation by investing in short-term government bonds. The goal of the fund is to outperform 3-6 month GICs on a rolling basis—a goal the fund has achieved.

Altamira Short Term Canadian Income Fund

Quality money market investments and top management fees.***

The fund is suitable for investors looking for capital preservation while working to maximize their current income on short-term investments. The goal of the fund is to outperform money market funds.

1 YEAR 3 YEAR 5 YEAR 10 YEAR

16.7% 19.0% 13.3% 12.3%

6 MONTH 1 YEAR 2 YEAR 3 YEAR

14.2% 19.3% 23.3% 20.7%

6 MONTH 1 YEAR 2 YEAR 3 YEAR

9.1% 13.7% 14.6% n/a

1 YEAR 3 YEAR 5 YEAR 10 YEAR

5.9% 13.1% 10.4% 12.1%

6 MONTH 1 YEAR 2 YEAR 3 YEAR

2.9% 3.8% 6.4% 9.2%

New Fund



HELPING YOU TAKE CONTROL

Call for your free BRSP Investment Kit today

1-800-263-7396 ext. 58

www.altamira.com

The risks of returns are the historical annual compounded returns for the periods ending November 30, 1997, including changes in and value and reinvestment of all contributions and all net fees. Also account any optional charges payable by any security holder which would have reduced returns. Past performance is not necessarily indicative of future performance. Mutual funds are sold by prospectus only. The simplified prospectus contains important information which you should read carefully before investing. Also note pages one and three of our prospectus for all facts pertaining to our funds. As with all Altamira Mutual Funds there is no front or back load and only a one-time \$40 set-up fee. *Global Investment Services using Globe and Murray/Sloan ranking as of November 30, 1997. **The CIBC analyses the Altamira Bond Fund monthly. AAA: depicts superior credit quality, liquidity of assets, and low capital risk. *** Unlike GICs, mutual funds are not guaranteed. Unit values may fluctuate. **** While the fund used to pay quarterly dividends, not all receiving the management fee until February 28, 1998. ** As per the 1997 Mutual Fund Sales Awards.



ADVERTISING
SUPPLEMENT

The numbers tell an impressive story. After several years of double digit growth, Canada's mutual fund industry is now sitting on \$299.7 billion in assets and has been the fastest growing sector of the Canadian financial services industry. In 1982, members of the Investment Fund Institute of Canada (IFIC) managed assets of \$4 billion. By the end of 1993, assets under management by IFIC members (representing virtually the entire Canadian mutual fund industry) had risen to \$144.6 billion. In the five years from 1991 to 1996, the Canadian industry's compound annual growth rate in assets under management was an astonishing 37.4 per cent. This growth rate was surpassed only by the mutual fund industries in Finland, Greece, and New Zealand. By the end of October, 1997, assets under management in the Canadian mutual fund industry were at \$299.7 billion, assets having increased 50 per cent in the 12 preceding months alone. These assets were managed in nearly 1,000 different funds and are held in 30.9 million unit-holder accounts.

Several factors may account for this industry's remarkable growth in recent years. Demographic factors, namely the baby boomers' entry to middle age and the peak saving years, and macroeconomic conditions, chiefly low interest rates, have received considerable attention. It is most important to consider the specific characteristics of the mutual fund product that have allowed it to take advantage of these other factors.

Mutual funds differ from many other "investment products" in the Canadian financial services sector. To relatively small investors, such as the average Canadian, mutual funds offer a number of advantages over other more traditional investment or saving vehicles. Mutual funds offer a greater return for their risk. Indeed, they are perceived by many Canadians as offering the best return in relation to the risk assumed. They are professionally managed, diversified investments. Consequently, they demand low maintenance at a time when,

increasingly, investors feel that they do not have time to manage their portfolios actively. Mutual funds offer broad diversification, both domestically and in foreign markets, more convenience and more cheaply than stocks or bonds. The minimum purchases are especially low if the investor begins a pre-authorized purchase plan of regular investments, frequently biweekly or monthly. Furthermore, mutual funds are highly liquid and can generally be redeemed for cash in three to five business days.

More and more Canadians are using mutual funds as important tools in retirement and other long-term investing strategies. At a time when governments are doing less for Canadians, mutual funds can help people achieve their financial goals.

MIKE KIRBY, IFC
Director of Marketing & Communications

ANOTHER SIDE TO RISK

What mistakes investors can take? Greed and the fear of missing out on the gains of the markets are two among factors. However, there may be one other strong factor. Richard Genta, professor of psychology at Harvard University, states that there is an overlooked concept that is much more important to the psychological understanding of risk: *gratitude*. He defines *gratitude* as defined as "a strong belief in one's goodness, abilities, knowledge, or character—most often expressed by both children and adults through dreams and fantasies of flying."

Genta contends that within the investment world, variations of flying fantasies can contribute to the misapprehension of monetary losses, as well as making significant contributions to one's investment achievement. An example of a flying fantasy is one where an investor dreams of making so much money to succeed that the results will change his/her lifestyle. He adds that the extent to which we diversify our investments (as opposed to placing all our eggs in one basket) depends to a degree on our



MUTUAL FUND FEATURES AND BENEFITS

FEATURE	BENEFIT
1. Investor Protection	Mutual fund investors are protected in several ways: <ul style="list-style-type: none"> • client monies are kept segregated from mutual fund company's • fund assets are held by a chartered bank or trust company custodian, • the Simplified Prospectus of a mutual fund outlines investment objectives and risk factors for a particular fund • funds are audited annually by independent auditors
2. Affordability	With most mutual funds, you can usually start with a minimum investment of \$500 or statements of as little as \$25 a month
3. Professional Management	Portfolio managers have specialized skills that help contribute to better portfolio performance than you could easily achieve on your own
4. Diversification	Mutual funds allow you to diversify among many different investments, effectively reducing risk
5. Accessibility	Your mutual funds are redeemable on any business day, unlike fixed term investments
6. Convenience	It is easy to invest in mutual funds and exchange money between funds within the same fund family
7. Service	Mutual fund companies provide comprehensive fund and client reporting services including updates on holdings, performance, transactions and tax receipts
8. Cost	The cost of investing in mutual funds is reasonable and varies according to the services you want
9. Choice	There are hundreds of different types of mutual funds to choose from so you can almost always find the right fund for your specific needs

While your investment in mutual funds is protected, it is not a deposit and not eligible for protection by the Canadian Deposit Insurance Corporation.

Investment
Funds
Initiative
Canada

4

grandiosity

To illustrate the concept of grandiosity, Gert refers to the Greek myth of Daedalus.

The myth is based on Daedalus, who built a labyrinth for King Minos of Crete. Upon its completion Daedalus wanted to return home to Greece. But he was so useful as an engineer and inventor that Minos refused to let him go, and he and his young son Icarus were forced to stay in Crete against their will. Not being able to leave the island by sea, is the king kept strict watch on all vessels. Daedalus thought the sky was his only way out. So he fabricated wings for himself and Icarus out of feathers and wax. As Daedalus and his son were preparing for escape, Daedalus warned Icarus to keep at a moderate height, as they flew too low the dampness would clog their wings, and if too high the heat would melt the wings.

The two entered the sky. Pleasure and ship-boards on the ground watched them, assembled at the sight, and concluded that if they saw flying, the parent must be gods. Suddenly Icarus, enraptured in his new

liberty, soared upward towards the heavens, close to the sun, despite his father's warning. The sun softened the wax, holding his feathered wings together and Icarus plunged helplessly into the sea. Daedalus, remembering the rationale behind his wings, arrived safely in Sicily where he built a temple to Apollo and hung up his wings as an offering to the god.

This mythical story illustrates how risk can assume a different fate in two individuals. More specifically, Gert states that from this myth we learn how painful the consequences of uncontrolled grandiosity can be, and on the other hand, how real success and attainment of goals may be achieved when grandiosity is kept in check with rational ambitions, and sound principles of investing.

By Arthur Karel Lynn, MFC

LET VOLATILITY BE YOUR PARTNER.

INTRODUCING THE DYNAMIC DOLLAR-COST AVERAGING FUND

"For a fluctuating market, no one has yet discovered a formula for investing which can be used with so much confidence of success as dollar cost averaging."

- Ned Goodman

- Disciplined weekly investing in selected Dynamic mutual funds.
- Cash never sits idle - invested in provincial and federal government bonds.
- No management fee*.
- Fully RRSP - eligible**.

FOR MORE INFORMATION: ASK your financial advisor • CALL 1-800-268-8186 • VISIT <http://www.dynamic.ca>



DYNAMIC
YOUR PARTNER FOR DYNAMIC PERFORMANCE



PRICED BY THE
OF THE
CANADIAN
NATIONAL
BOWLING TEAM

*While in the fund, Normal management fees will apply on money after it is transferred to selected Dynamic mutual funds. **While in the fund, RRSP-eligible. The money of eligible equity funds within three fund families (RRSP-eligible) and those that qualify to transfer money when held with other RRSP-eligible investments. Investment information about any Dynamic mutual fund is contained in its simplified prospectus. Offers a copy from your financial adviser or Dynamic Mutual Funds and mail it carefully before investing. The net value and investment return of this fund, and of the other Dynamic mutual funds you wish to invest in, is subject to change. Investment risk exists.

FOREIGN PROPERTY RULE

Ordinary Canadians have come to recognize that they do not need to be rich to get the benefits of mutual funds: professional management, diversification and the possibility of higher returns.

It is not just wealthy Canadians who are wrong for retirement. It is average Canadians who realize that the government may not be able to help support them in their golden years. In fact, half of the 5.2 million Canadians who contribute to RRSPs earn less than \$40,000 a year.

Recognition on the part of individual Canadians of the need to save is only part of the solution to meeting the challenge of financial security in retirement. The second important component is ensuring that the funds saved are diversified (and therefore *safer*) and earn optimal returns within this framework.

Under the present Foreign Property Rule (FPR), no more than 20 per cent of a Canadian RRSP portfolio may be invested outside the country. Canadians must keep 80 per cent of their cashed-in retirement savings and pension plan contributions in Canadian stocks and bonds, rather than directing the money towards its highest return. This is also dangerous—a safer portfolio is a well-diversified portfolio.

A change in the foreign property rule would go a long way to ensure that Canadian's retirement nest eggs are not so concentrated in one basket and that these nest eggs can take advantage of growth industries in other countries, as well as industries that may not exist in Canada. Such opportunities would earn investors higher returns. The sooner Canadians can make their retirement savings work for them and grow, the more Canadians can prepare for retirement and rely less on government, which is already experiencing a crippled paycheque for retirees.

Ensuring diversification increases investment risk. Investment risk goes hand in hand with a concen-

trated portfolio—for example, a portfolio composed of only Canadian stocks. Prudent investors do not put all their money in one stock, or in companies in the same industry, or in companies located in only one city. On a world scale, however, that is what the FPR amounts to. The Canadian equities market accounts for only 2.4 per cent of global stock market capitalization, yet 80 per cent of Canadians' invest-

Highlights of the IFIC study:

IFIC commissioned Ernst & Young to conduct a study on the impact of the foreign property rule on investor returns.

- A 30 per cent foreign content limit over the last 25 years would have allowed Canadian investors to earn up to 1.8 per cent more per year on their retirement savings portfolios. This increase is based on the Morgan Stanley Capital International World Index, which is fully adjusted for foreign exchange fluctuations.
- For an average investor who contributes \$5,000 a year to an RRSP to deliver contributions premium plus even half a per cent increase over 25 years would amount to an additional \$52,000 in retirement.

trated savings must be avoided here.

The recent turbulence on the global stock market has shown that, during a downturn, not all markets or sectors will decline by the same amount. A diversified portfolio of stocks, bonds and cash, which includes a wide range of foreign securities, serves to mitigate the impact of downturns—even global ones.

Increasing the foreign content will provide Canadians with an opportunity to acquire more diversification, which increases safety, and the opportunity to take advantage of higher returns available elsewhere. The present 20 per cent restriction should be lifted to help Canadians build adequate resources for retirement. *By Milton Kovel, Lyra, B.C.*

MYTHS ABOUT THE FOREIGN PROPERTY RULE

1. Small businesses need the 20 per cent limit.

The Canadian Federation of Independent Business represents small business owners who are the real creators of jobs in Canada. Some people think the FPR helps small businesses (and farmers). However, the people who run the small business are so busy trying to make ends meet and create jobs, that they see an increase in the FPR as something that they would have a little less to worry about in retirement. They want their RRSPs to earn maximum returns and to be diversified and safe. They want their money to work for them. Canadians with more money in retirement will spend more money in Canada.

2. The FPR is needed to ensure that big Canadian businesses can find buyers for their shares.

The fact is that there is a large amount of money coming into mutual funds, and that finding buyers for shares listed on the stock exchanges is not difficult.

It is interesting to note that many multinational companies do not have an FPR. The United States, United Kingdom, Australia, Ireland and the Netherlands have no limit on the amount of foreign investment that may be made by retirement savings. In Japan and Switzerland, the level of allowable foreign investment is 31 per cent.



To better understand where a company is headed, *Trimark* personally investigates every detail, not just the numbers. It's what we do to grow your money over the long term. For more information about Trimark's family of funds, contact your financial adviser, visit our web site at www.trimark.com or call us at 1-800-465-3399.

TRIMARK
MUTUAL FUNDS
We Manage. To Outperform.

Market volatility makes great media drama. You may have seen headlines such as "Blood Everywhere" making halts after stocks hit record plunge" and "Markets in a meltdown" during past market corrections. Despite some market ups and downs, and the dramatic media headlines, it is better to be in the market than out of it. *The Wall Street Journal* recently noted: "Over the past 75 years, the stock market has 20 calendar-year losses, according to Chicago researchers Robinson & Associates. During these rough spells, you would have suffered mightily if you dumped your shares in a panic. But for those who sat on their hands, the rewards were ample. Since year-end 1925, stocks have on average doubled in value every seven years."

that during 11 of the 14 bear markets since the Second World War, mutual fund investors responded by investing even more of their money in the months after the decline.

These times in recent memory—Oct. 27, 1997, quite dramatically on Oct. 19 1987 and over a extended, agonizing period in 1990—the market took an extremely publicized tumble. But the market eventually recovered. Most recently, reports after the correction at the end of October, 1997, state that, for the most part, investors held onto their portfolios. Although some selling was noted, there were also many reports of investors buying.

The following are a few helpful points to consider to help minimize the effects of a downturn market. They may also help keep you focused during turbulent times.

Think long term: The stock market is like any other store: prices increase when demand is high and drop when demand is low. But unlike other stores, no one can predict exactly what the stock market will do and when. The key is to stick to a long-term plan. Only investors who need their money today should be concerned about short-term market fluctuations. Short-term market fluctuations should not be a concern for investors with an appropriate time horizon and a diversified portfolio matched to financial objectives.

Remember the benefits of diversification: A diversified portfolio made up of equities, bonds, and interest-bearing investments will cushion investors in a market correction and should be weighted to suit individual risk tolerance and reflect investment objectives.

Invest regularly: The best approach is to continue investing regularly. The discipline of regular contributions is important to maintain and also gains the benefit of dollar-cost averaging. This strategy allows a person to spread out the average

You may think that the best way to be financially secure is to take no risks whatsoever with your hard-earned money. But in an effort to eliminate risk entirely, you give yourself a false sense of security and sacrifice real growth that outpaces inflation and taxes. The real risk is not taking at least some risk with your money. Taking reasonable risks does not mean gambling everything you own. It means putting at least some of your money into growth investments. It is important that investors evaluate the amount of risk with which they are comfortable.

Shooting for Financial Freedom?

We Know all the Angles

It's RSP time again, and that means taking aim on some important investment decisions - like mutual funds. With so many quality funds on the table these days, building a balanced portfolio that will best help you achieve your financial goals can be difficult. For the expert, unbiased advice you need to select your shares wisely and confidently, do what thousands of other Canadians do. Talk to a Regal independent investment consultant today. Our consultation is free, our advice is invaluable.



On the path to becoming a CFP, it pays to have a solid footing.

The Certified Financial Planner™ program offered by the CFP is the first to be endorsed by The Financial Planners Standards Council of Canada. Because it offers the most comprehensive up-to-date courses available in all aspects of the field it has become the first choice for a career in financial planning. And it has become your next step to the prestigious Certified Financial Planner (CFP) certification mark.

Already over 3,500 professional financial planners have graduated from The Canadian Institute of Financial Planning. The program is available through correspondence and community colleges. Now if students visit the last track to the CFP they can take challenge exams before taking the course.

Today more professional financial planners have one thing in common. They just started with us.

Phone (440) 463-4232, Toll Free 1-888-845-2379 for a current brochure or more information.



THE CERTIFIED FINANCIAL PLANNER PROGRAM

¹Trademark of the United States Patent and Trademark Office, used with permission.

Offered by
THE CANADIAN INSTITUTE OF FINANCIAL PLANNING
Your first choice for a career in financial planning since 1977.

cost per unit of having material funds, reducing the risk of buying at the wrong time, and increasing the number of units you buy.

Consider buying: Down markets are a prime buying opportunity. There is no better time to make a purchase than when you discover a sale.

The mutual fund industry and some media outlets make great efforts to educate investors on the benefits of mutual funds and what questions they should ask before investing. However, some unbalanced media coverage of market declines may exaggerate bear markets, corrections or crashes. It is important to remember that sharp drops get more attention than steady climbs, so do not let headlines push off your investment plan.

Mayer-Korol-Lyag, IFIC

WHAT RULES MUST MUTUAL FUNDS FOLLOW?

Every province and territory in Canada has its own securities commission which makes and enforces the rules to be followed by mutual funds and public companies. Mutual funds must follow the rules of all the provinces and territories where they are sold. This includes, among other things, filing reports about the investments held by the mutual fund, together with audited financial statements. Mutual funds are also required to register under the rules to provide their investors with financial statements every six months.

If you want to buy a mutual fund, you will receive a document called a prospectus that describes the mutual fund's investment objective, the fees that may be payable when buying or selling your holding in a mutual fund, and any risks associated with purchasing the mutual fund. The prospectus must be filed with, and reviewed and approved by the securities commissions before a mutual fund can be sold to investors. The prospectus is reviewed and updated with the securities commissions every year to help ensure that the mutual fund is following the most current rules. You should read the prospectus, discuss it with your financial adviser and ask questions about any mutual fund before making an investment.

The people who sell, advise and manage mutual funds must be registered with the securities commissions. To be registered, they must meet specific training and education requirements and are required to have a certain amount of money to support their businesses.

A mutual fund's portfolio of stocks, bonds and other securities must be held by a third party, usually a bank or trust company. It holds the securities of the mutual fund and verifies these holdings to the securities commissions on an annual basis.

Over 50 Years Ago,
We Promised To Help Our
Clients Achieve Their Goals
With Confidence.

Since then we have grown to become the world's largest mutual fund company. Managing more than \$620 billion in assets for over 12 million investors like you. We became the industry leader by remaining faithful to our original commitment: To providing superior mutual fund solutions for your investment needs. And by building a global team of more than 400 Fidelity portfolio managers, analysts and traders as officers around the world.

Unparalleled Investment Capabilities

Our unrivaled scope of business is proven in the fact that Fidelity typically accounts for between 5% and 7% of the New York Stock Exchange's daily trading volume — more than any other company. As well, our research professionals meet with the management of more than 2,500 companies each year to analyze potential investments.

Regardless of your age, or whether you have high or low tolerance for risk, we have the experience, funds of facts, expertise and resources to fulfill your investment needs.

Reaping The Rewards, Step By Step

Mutual funds that invest in stocks are popular growth investments offering the greatest potential returns. They usually involve the most risk or volatility, but over the long-term the rewards can be significantly higher than other types of funds.

INSTITUTE CANADIAN CREDIT COMPANY 1992

Up **25.8%** Down **26.4%**

Fidelity Canadian Growth Company Fund invests mostly in the stocks of smaller or lesser-known companies that are



Every Day
Fidelity
Keeps Its Promise
To 12 Million
Investors.

RECEIVED 17 JULY 1994

1 = 21.2%

True North is an equity fund which offers you the opportunity to invest in strong Canadian companies from coast-to-coast. Well diversified, it focuses on stocks of all sizes, from across Canada. With True North, you help our country's economy while helping your investment grow.

Striking A Balance

Maximizing your capital and creating growth takes striking a balance between risk and return based on your time frame, your financial goals and whether you're a conservative or an aggressive investor. And remember: the overall mix of assets in your portfolio is just as important as the individual investments in your plan.

© 2005 Blackwell Publishing Ltd, *Journal of Internal Medicine* 258: 103–110

19.8% 71.3%

Fidelity Canadian Asset Allocation Fund helps you reduce risk while pursuing higher returns by allocating assets among Canadian stocks, bonds, and money market investments. These allocations are shifted over time. It may be suitable for investors looking for a simple, one-stop way to achieve diversification across asset classes while benefiting from markets at home.

© 2007 The Authors
Journal compilation © 2007 Blackwell Publishing Ltd

37% 7.5%

Fiduciary Canadian Income Traded can be a good alternative for investors seeking current income mostly through short and medium-term Canadian government



Check With The Experts

We encourage you to review your plan and strategy with the help of an *accountant* professional. If you don't have a plan, making one now should be your first step. And if you don't have an *accountant* professional, Vidley can suggest reputable *accountant* professionals in your area. Please call us today.

1.888.633-4778 www.fidelity.ca

Fidelity Investments®

Strength From The World's Largest Mutual Fund Company

Reigning champion

BY JAMES DEACON

D eeking out of the dressing room on a hotter Chicago night, the woman once dubbed Canada's Sweetheart arrives at Hago's Froe Bar in a movie star's wardrobe. Everyone, it seems, knows her name: the mother of the huskies, even an aproned waitress, overringing past with a tray of giant crab legs over her head, all pause to say "Hi, Mrs. King" as she winds her way through the dining room to a booth near the back. Barbara Ann Scott is difficult to miss—she is gorgeous, and her scarlet fur coat and matching cap, dappled by the mist, glides under the lights. The familiarity is no surprise. She has lived in Chicago for nearly 45 years since marrying Tom King, a former forward in the National Hockey League Association who now owns a commercial real estate company. But for a Canadian, it is strange to hear her called anything but Barbara Ann Scott. Once she and King are seated, a dinner guest asks if she knows that she is still known in Canada by her maiden name. "I am flattered that people remember me at all," she says. "After all, it was a long time ago."

It was her figure skating career or, more specifically, her gold-medal winning performance at the 1968 Winter Olympics. That triumph on a rutted, uneven outdoor rink in St. Moritz, Switzerland, was huge news at the time. About 70,000 people—more than one-third of the city's population—attended her homecoming at Confederation Square in Ottawa after the Games, a similar throng cheered her in Toronto a week later, and by the following Christmas, Relebe Toy Co.'s Barbara Ann Scott doll was a best-seller. Larry O'Brien, then a reporter with the *Montreal Standard*, covered the Ottawa rally. "She put figure skating on the map," recalls O'Brien, a longtime associate of golfer Jack Nicklaus. "She made it a major sport in Canada."

Scott was there—and is still—the most accomplished skater the country has ever produced at the senior women's level. In addition to Olympic gold, she won two world championships, two North



With Olympic momentum, 'you don't live in the past'

A half-century later, Barbara Ann Scott is still an Olympic star

American titles and two European championships, and enjoyed a seven-year professional career. But it was St. Moritz that gave the country someone to cheer about, and propelled Scott and her sport to unmatched popularity. "Every little girl with skates wanted to be like Barbara Ann," says Frances Dufresne, who was a junior when Scott returned, victorious and who later won two world pairs titles and an Olympic silver medal with partner Norris Bowdler. "She was so pretty and so gracious—she was the perfect representative of our country and our sport."

She still is. To honor the 50th anniversary of Scott's Olympic glory, the Canadian Figure Skating Association has entered her in to defend this week's National Figure Skating Championships in Montreal, hoping, perhaps, that some of Scott's grace and grit will wear off on current skaters. "It's not just her achievements—it's what she

A bridge so long, it spans two eras.

In Hong Kong, you can go from one extreme to the next by ferry, tram, train, bus or taxi. For instance, a simple trip across the record-breaking Tsing Ma Bridge takes you from the scifi bustle of modern Hong Kong to villages where lives are still ruled by the tides. Between these extremes, you'll encounter an endlessly intricate tapestry of places and people, a fascinating blend of East and West where even the everyday can be unfamiliar.

Hong Kong is a place where cultures

coexist and cross-fertilise—a

wonderful destination that constantly rewards you with surprise encounters, extraordinary contrasts, and glorious

food. A land where, even now, a whole new era is just beginning.

And that surely suggests there's never been a better time to visit.

HONG KONG

WONDERS NEVER CEASE

Found
by using
yahoo.ca

Search: Canadian Cuisine

What is yahoo.ca you ask?

Well, it's simple. If you use yahoo.ca for your web searches, Canadian sites will be listed first, followed by sites from around the world. In short, it just makes your life a lot less complicated.

Oh yeah, by the way, it's free, gratuit...no charge!

www.yahoo.ca

YAHOO!
CANADA

© 1996 Yahoo! Inc. All rights reserved. Yahoo! is a registered trademark of Yahoo! Inc. in the U.S. and other countries. All other trademarks are the property of their respective owners.

SPORTS

has become," says CISA director-general David Dore. "She's like royalty and she exudes optimism." Scott, now 98, does not plan to be a figurehead. Over dinner—she orders a crab cake and salad—she says she loves getting down to ice level with the skaters, for whom she is an icon as well as an encouraging, grandmotherly figure. "The world needs her," explains Kurt Browning, the four-time world champion, "and she's one of ours."

Yet her presence in Hamilton also highlights the CISA's most glaring weakness this season. To the association's embarrassment, none of the senior ladies at Nationals this week have qualified for next month's Olympics in Nagano, Japan. The slide in technical prowess is somewhat ironic—Canadians have traditionally pushed the limits of the sport. In 1942 Scott became the first woman of any nationality to land a double Lutz jump in competition, and that groundbreaking achievement has since been followed by David Jackson's first-ever triple Lutz (at the world championships in 1962), Vern Taylor's triple Axel (1978 Worlds), Penny Barakat's triple St. Louis (1985 Worlds), Kurt Browning's quadruple toe loop (1988 Worlds) and Elena Skelja's quadruple-triple combination jump (Championships de France final in 1997).

Scott was powered more by a fiercely competitive nature than by her athletic ability. She went to St. Moritz carrying the weight of expectations as the defending world champion, and instead of winning under the pressure, the five-foot, two-inch native of Ottawa soundly defeated runner-up Eva Pawlik of Austria and bronze medalist Jeanette Altwegg of Great Britain. She says she got the work ethic and drive to excel from her father, an army colonel, but her motivation came from her home-maker mother. "She told me when I was a girl that I was home-body, but I was very good at what I did. I would be a success," Scott recalls, sadly but matter-of-factly. "So I always felt a little inferior, and that I had to work a little harder."

When she left pro skating in 1955 and married Ring, she did not give up competition. She groomed, trained and rode horses at shows for 30 years, and the only reason she does not currently have a horse, she says, is because "I'm too competitive—if I had one, I'd want to show it, and I don't have time." She once took up golf, and in one year went from beginner to winning her flight in the club championship. After that, she stopped playing. "She was really good, and in such a short time," marvels Duke, now one of Scott's best friends. "She is truly a natural athlete."

Scott does not dwell on past glories. Around the isolated Victorian townhouse she and Ring have shared in downtown Chicago

for the past 30 years, there is more evidence of their recent interests—her equestrian medals, his golf memorabilia—than of her skating exploits. Her gold medal is in an upstairs study, and framed champagne and photographs featuring her Olympic win are hung in a back stairwell. "You don't live in the past, or at least I don't," she says. "Every day is different and there's always so much to do." She cut short her professional career to marry Ring, and staying in her gleefully decorated bungalow, with one room set aside for him, she professes no regrets, saying she was tired of the grind. "I grew up in a time when a woman's career was to be a wife," she says. Then, smiling over at Ring, she adds, "It has been a wonderful career."

Scott is still active as a judge at professional competitions, which has enabled her to keep up with the evolution of the sport. She admires today's professionals for being able to juggle more routines, more competitions and more difficult jumps while performing live out of seven nights. "Barbara Ann hasn't closed her mind to the changes in skating—she doesn't just write things off because they didn't happen in her day," says choreographer Sandra Beale. "So it means a lot to me when she tells me she filed one of my programs." And although Scott and Ring had no children together, the two have two from a previous marriage; she spends the bulk of her time at competitions talking to kids. "They are so enthusiastic, and it's incredible what they are doing," Scott says.

They may also solve the current woes of Canadian skating. Dore says female competitors around the world are struggling to cope with the demand for an or son triple jump in a program. But he claims the younger ranks in Canada are swelling with girls with elite-level potential. "The talent among novices and juniors is remarkable," Dore says. "I mean, we have novice girls landing three triple jumps."

That's not necessarily a good thing, says the only Canadian to have Olympic gold in the women's competition. Scott worries that the emphasis on jumps drives away good skaters away from the sport. Still, she says current athletes need to be more focused on dealing with the technical demands. She reminds her own years of training at Ontario's Mimico Club when she had a cold or was missing a pat-

ty. "In my old lady's opinion," she says, "young skaters have to realize that if they want to be champions, they have to dedicate themselves." Scott also believes that, even at a time when skaters can make millions of dollars, there is only one reward for competing at the Olympics. "It was an honor to represent my country," she says simply. "I am very proud of that." For a half-century, her country has been just as proud of her. □

A Madman's cover:
February 1946:
natural athlete



WOMEN'S HEALTH

New Attitudes and Solutions

Widened at Winnipeg's Women's Health Clinic, where it is a major issue for many women



Sometimes love looks like a ton of love

The system is hearing the call

BY MARK NICHOLS

In the spring of 1980, Sheri Wojcik, a Winnipeg mother of three, felt a lump in her right breast and immediately went to a doctor. The physician assured her it was only a cyst. "He told me not to worry about it," recalls Wojcik, who works as a clerk at the local Wal-Mart. "So I didn't worry." But a year later, the lump was still there—and by the summer of 1982, it had grown larger and was sore. "I told the doctor that I wanted something done," says Wojcik. He sent her for a mammogram, which was followed by a biopsy. Finally, a surgeon scheduled an operation in August. Even then, Wojcik thought she was having a harmless cyst removed. "But when I woke up, I didn't have a breast," says Wojcik. "The devastating thing was not just that I had cancer. It was that my doctor hadn't listened to my concerns—and I was just 31. I felt cheated."

Wojcik, 35, who subsequently had successful breast reconstruction surgery, thinks that what happened to her may occur less frequently in the future because doctors are being trained differently. The physician Wojcik saw was regularly in a man about her own age who "has more up-to-date ideas, and takes the time to listen." That kind of departure from attitudes prevalent a generation ago is part of a transformation that is gradually reconfiguring the relationship between women and traditionally male-dominated medi-

cine. That trend is examined in the following 12 pages focusing on women's health issues. Yielding to the influence of a women's health movement that dramatically gained momentum two decades ago, the North American medical establishment has started to alter age-old habits. "Problems of bias and paternalism towards women are still endemic in the system," says Dr. Penny Ballen, vice-president of women's health programs at the British Columbia Women's Hospital in Vancouver. "But the system is beginning to change. Some doctors are keeping up to date and learning to communicate better with women."

There are other highly visible signs of change: women's hospitals and clinics have sprung up in many parts of the country, and regulatory agencies are pushing for clinical trials of new drugs—one routinely tested mainly on men—to include women as well. And male doctors are rethinking an erosion in their superiority of numbers that existed a few decades ago. Today, one-quarter of Canada's practicing physicians are women—up from about 17 per cent in 1985. And where perhaps 15 per cent of first-year medical students a generation ago were female, women now make up about half the enrolment in schools across the country—and in some institutions outnumber men.

The achievements include an increase in funding directed to women's health—even if that percentage is still fairly small. According to the federally backed Medical Research Council of Canada, in the current fiscal year more than 12 per cent of the \$236 million in federal funds allocated for medical research will be spent on women's health issues. That compares with less than eight per cent a decade ago. The money is going for research into diseases and conditions that include breast cancer, osteoporosis and depression, which strikes women in far greater numbers than men. Social patterns, meanwhile, are creating new challenges in women's health. More women are having babies later in life, for instance, and the first wife of the female baby boomers have begun menopause.

Yet many critics argue that a much larger effort is needed in monitoring women's health—and meeting the medical needs of women generally. "I think we've done a lot in terms of raising awareness about women's health," says Dr. Donna Stewart, head of women's health at the Toronto Hospital and holder of Canada's first chair in women's health at the University of Toronto. "But in terms of re-searching the ways in which women differ medically from men—that's in its infancy."

In a different kind of research effort, experts at the five regional Centres of Excellence for Women's Health set up by Ottawa in 1996 with about \$10 million in funding over a five-year period, are studying issues once considered outside the scope of medicine—ranging from poverty and male violence to the media's influence on women's health. At the same time, many women are taking better care of themselves, by eating healthier diets, walking more, flocking to the gym and generally keeping fit. A 1995 survey by the Ontario-based Canadian Fitness and Lifestyle Research Institute found that about one-third of women between the ages of 18 and 44 were physically active, meaning they walked an hour or expended an equivalent amount of energy each day. That was up from the 40 per cent of men in the same age-group who are physically active, but it was a significant increase over a 1988 study that found that only 22 per cent of women over 18 were active. "We know that people who are active have lower medical and health costs, less disability and other diseases," says Art Salomon, an exercise physiologist at ParticipACTION, a Toronto-based non-profit agency that promotes physical fitness. "There's no question that if you're physically active you're going to be healthier."

In the case of many women, the growing attention being paid to their health is overdue. For too long, they say, women have been disadvantaged by a male-dominated health-care system and because of male attitudes about them—subjected to indifference and sometimes harmful treatment. They complain that many doctors apparently have had difficulty understanding that cardiovascular dis-

ease is the number 1 killer of women as well as men in Canada. Some women showing up at hospitals with heart attack symptoms, says Ballen, "would be treated far slower and sent home—because women in their 40s weren't supposed to have heart attacks."

There is abundant evidence, too, that physicians prescribe tranquillizing drugs and sleeping pills for Canadian women at far higher rates than for men. Prospective data show that, in the past year, British Columbia doctors prescribed a tranquillizing drug to 22 per cent of women over 65, compared with 12 per cent of older men. And a 2004 Quebec study showed that doctors prescribed mood-stimulating drugs to 40 per cent of men—and 55 per cent of women—over 65. Doctors say critics of male-dominated medicine are more likely to interpret symptoms experienced by women as being emotional in origin. While conceding that women suffer higher rates of depression than men, experts say that many doctors are too ready to prescribe mood-stimulating drugs to women. "The overprescribing of tranquillizers for women," says Nancy Hall, director of health promotion at the B.C. Women's Hospital, "reflects a systematic bias in the system."

In their wide-ranging examination of the social forces that affect women's health, researchers are also aware in on diseases they consider to be "socially constructed." Anorexia bulimic, the moles, tetanosis and fashion magazines for an epidemic of eating disorder because of the unrealistically skinny image they provide of the ideal female physique. Similarly, pervasive chronic fatigue syndrome, which is blamed for permanent fatigue by 100,000 Canadian women to undergo otherwise unexplained surgery between 1989 and 1992, when Ottawa ordered that type of treatment off the market as a health risk.

Women are proving as well for more action against an issue they say can be a major factor in their health: male violence. According to a 1993 Statistics Canada survey, half of all Canadian women had experienced at least one violent episode at the hands of a male since the age of 16, and one-quarter were victims of domestic violence in the past year. Violence, says Barbara Whittemore, executive director of Winnipeg's Women's Health Clinic, "is a major issue for many women—it affects their self-esteem, their sense of their own bodies, and their health." Critics of male-dominated medicine say hospital emergency rooms still often fail to detect evidence of violence—or treat victims with sedatives and send them home. That is changing, but activists argue that more of an effort is needed to train health-care workers to respond and treat victims properly. They want to conduct medical examinations that will stand up to evidence in court.

Some critics fear that even as women strive for greater equality in health care, they remain vulnerable. Georgina Feldberg, a professor of social sciences at York University in Toronto who heads a centre of excellence in women's health that links social scientists across Canada, says that because women occupy a dependent position in the workplace, they are more vulnerable to sexual harassment, schoolteachers and nurses, they are more exposed to the health-threatening stress that comes with government spending cuts and corporate downsizing—when their jobs are likely to be the first to go. Medical education is beginning to get closer to the needs of women, but training doctors to pay attention to what patients tell them, says Feldberg, "that's the, the for-service payment system and shrinking health-care budgets mean that most doctors would like the time to listen. The women's health movement," concludes Feldberg, "has taken some big steps—but a lot more steps still need to be taken." □

THE DISEASES THAT KILL

Most common causes of death among women in Canada, 1995

Disease	28,354	Heart diseases	25,752
Includes:		Stroke	8,885
Lung	5,267	Ischaemic heart disease	8,678
Breast	4,923	Respiratory system diseases	3,883
Cervical cancer	3,381	Nervous system diseases	3,468
Prostate	2,935	Accidents and adverse effects	3,364
Ovary	2,118	Motor vehicle accidents, falls and poisoning	2,880
Non-Hodgkin's lymphoma	1,554	Male suicides	2,815
Stomach	1,117	Gastro-intestinal system diseases	1,712
Leukemia	1,025		
Bladder	928		
Kidney	475		
Diabetes	368		



O'Leary Cobb
believes therapy
is a perfectly
reasonable
choice for
some women.



The HRT conundrum

BY BRENDA TRANSWILL

Nicole Mitchell seems visibly relieved to have found someone to listen as she runs through her list of menopause symptoms. "I can't begin to tell you how nice this is," she beams to the clinical nurse specialist at Montreal's Jewish General Hospital who has peppered her with questions about her condition and its medical history. The midlife transition hit Mitchell with a bang in 1986, shortly after her 40th birthday, when her period was three weeks late. "I wasn't prepared mentally," says Mitchell, manager of a gourmet gift shop. It's estimated for a year by her inability to get at the root of her "pains and aches," Mitchell sought help from the hospital's McGill Menopause Clinic. Since starting hormone replacement therapy a year ago, she feels more energetic. But her chronic migraines have worsened and bouts of sleeplessness have her wide-eyed at 3 a.m. "I've had so many questions," says Mitchell.

And so do many of the 50 million baby boomer women across North America who will reach menopause by the year 2000. Their midlife transition has helped spark a flurry of research activity in the quadrant. Paradoxically, however, some experts believe the rate rise is becoming more confusing for women. That is because the options for treating symptoms are increasing and the information

about health risks associated with one particularly popular treatment—hormone replacement therapy—is sometimes conflicting. "I started reading five years ago," says Anne, 51, a Montreal hospital worker visiting the McGill clinic, who sequestered anonymity to protect her privacy at work. Her research involved reading "every thing I could get my hands on," she says, including articles, books and medical encyclopedias.

Many boomer women are seeking menopause with similar vigor. Dr. Miralissa Leshley, who set up a menopause clinic in an upscale Toronto neighborhood in 1990, calls the baby boomers a "very vocal aging group." "Sometimes I feel I can never read enough because they know every article," Leshley says with a wry smile. But being so well informed can present a problem for some women, accord says to Mitchell. "They know all this information, but they don't know how to sort it out for themselves," she says.

The biggest dilemma for many women revolves around whether to go on the controversial hormone replacement therapy to relieve menopausal symptoms such as hot flashes and night sweats. Despite its possible association with breast cancer, some women also opt for HRT on a long-term basis as a defense against heart disease and osteoporosis. An estimated 25 to 30 per cent of menopause

women in Canada are on HRT—taking, in most cases, a combination of hormones including estrogen.

Some doctors believe more women will follow suit because of HRT's known benefits, which include preventing postmenopausal changes to the vagina, such as dryness and atrophy. During menopause, a woman's production of the female hormone estrogen—which helps protect against heart disease and bone loss—drops off significantly. Studies show that HRT counteracts the risk of heart disease and helps prevent or slow the onset of osteoporosis, the bone loss that makes one in four women over 50 more vulnerable to fractures. "I'm concerned about osteoporosis," says Mitchell, a petite woman who weighs about 100 lb. With an early history of breast cancer, she says she is prepared to take hormones into her 70s, and professes no alarm concerns about taking HRT from "going outside and breathing the air that is polluted."

Some women are less sanguine. "There is still the feeling that drugs are drugs whether they are hormones or what have you," says Dr. Merrile Gelband, a professor of obstetrics and gynecology at McGill University and co-director of the McGill Menopause Clinic. Like other doctors, Gelband thinks that breast cancer is the biggest concern of menopausal women considering HRT, but he does agree that heavily screened women, particularly the incidence of heart disease or breast cancer, should be factored into any decision to take HRT for a long period.

The link between breast cancer and hormone therapy remains controversial, and the subject of continuing scrutiny. There is little evidence that short-term use of hormones increases the risk, but questions remain about the long-term effects. "We know that the risk increases slightly the longer women are on HRT," says Dr. Barbara Whyte, director of medical affairs and cancer control at the Canadian Cancer Society. "But we also know that more women die of heart disease than breast cancer," she adds, noting that opting to take hormones is "very much an individual choice." In fact, heart disease is by far the leading cause of death among women—it kills about 35,000 each year, while breast cancer kills roughly 5,000.

Now, drug companies are trying to develop new varieties, so-called designer estrogens, to provide the same benefits as existing estrogens. "What we need to talk about is the quality of life of those later years, not the fact that people are dying earlier," says Dr. Barbara Skerwacz, a Montreal McGill University professor who has researched the effects of estrogen loss for more than 15 years. By the age of 65, a woman's risk of heart attack almost equals that of a man. And one in four women over 50 have osteoporosis, increasing their risk of hip, wrist and spine fractures. "Is there anything we can do to keep this 80-year-old woman living independently and enjoying her life?" wonders Skerwacz. "I think these are the ultimate questions for me."

Some menopause experts question the "medicalization" of the condition. "There is enormous pressure to go on hormone therapy," complains Joanne O'Leary Cobb, 46, the Montreal-based obstetrician, gynecologist and founder of a 13-year-old mid-menopause newsletter called *A Friend Indeed*. Although she believes HRT is a "perfectly appropriate choice" for some women, Cobb says she parts company with many doctors over the emphasis on pills. As someone with no family history of early heart disease, Cobb feels no need to take HRT. "I would rather go on other routes," she says, "and try to keep my bones and heart healthy."

Other women are turning to herbal remedies and natural alternatives during menopause. Plant estrogens—also called phytoestrogens—found in flaxseed and some soy products, for example, have garnered considerable attention. Some doctors, however, caution that many phytoestrogens are unproven. Dr. Wall Utan, executive director of the Cleveland-based North American Menopause Society, lauds the fact that the proper dosages in some products are unknown. They have not been tested like prescription drugs, he says. "I think that they should be subjected to the same scrutiny in the interests of women's health," says Utan. "And there should be some sort of banishment on claims that you can prevent breast cancer by taking them."

Although many women experience varying degrees of discomfort from hot flashes and other menopause symptoms, only about 25 per cent seek medical help. In fact, many women may be looking at menopause in a positive light, according to a study conducted for the North American Menopause Society (found that more than half of women aged 45 to 60 see it as the start of a new and fulfilling stage of life. The findings represent an optimistic outlook, according to Utan, who believes baby boomers are changing views towards menopause just as they did with childbirth.

Still, it is not an easy transition for some women. While menopause doesn't cause depression, some doctors believe

menopausal women are more vulnerable to it because of their fluctuating hormones. Menopause is frequently accompanied by other major life changes, such as children leaving home, that can provide additional stresses. "Midlife is very important in coping with menopause," says Dr. Janet Leshley, a psychologist and co-director of the McGill Menopause Clinic. "The psychological literature shows that women who view it positively do better than those who don't."

Anne appears to fit that description. Her symptoms include weight gain, midlife hot flashes and irritability. "But I did it natural and I've just accepted it as such," she says, guzzling delectable Unifine Mitchell, she is loathe to go on HRT because she dislikes taking medication. She and Mitchell will soon head back to the McGill Menopause Clinic to discuss their complaints, shed through their changes. "I help bring a psychological perspective to the symptoms they are also provided in for bone density measurements and blood tests to check their hormone levels, and the clinic's nurse specialist has urged them to get mammograms and cholesterol tests. Both women plan to test for bone and see menopause on a late to take stock of their health to prevent future illnesses. "Rather than wailing and face a disaster," says Anne. "I thought I'd see where I stood in terms of good health." It's a state-of-change of their lives that many baby boomers women at a watershed period of their lives. □

IN THE MIDLIFE ZONE



When a body turns on itself

BY CELIA MILNE

Anne Adams was 24 and her third son was just a baby when she began to experience terrible back pain and aching joints. She also developed a rash when she went out in the sun, a symptom she soon learned is typical of systemic lupus erythematosus, commonly known as lupus. Despite having these symptoms on and off for nine years now, Adams is not considered to have full-blown lupus. "They label me as mild because I don't have organ involvement that is life-threatening," she explains. Adams lives in High River, Alta., with her husband and her three sons, now 6, 12 and 15. Besides a busy family life, she manages a clothing store in Calgary and has learned the painful experience to deal with the rhythms of her particular form of lupus, mainly by resting when necessary. "It things get really sore and at the store and I continue to exert myself," she says, "I will be immobile for two days."

One of the rhythms of her illness is that it flares up just before her monthly period, thus leading to build a few days before menstruation. I get tired and moody and my hands ache," she says. "A few hours before my period begins my knees start aching really badly." Adams thinks there is an important link between her hormones and her disease. "I've always known that my lupus flares up linked to my menstrual cycle," she says. Yet her doctors seem to discount that possibility. "They brush it off and move us to something else," she complains.

In fact, researchers are making major strides towards understanding important links between hormones and the 30 odd autoimmune diseases—including lupus, rheumatoid arthritis and multiple sclerosis—that affect two million Canadians. Those diseases cause the immune system to send out "auto-antibodies" that attack the person's own tissues. Most are far more prevalent among women than in men. Lupus is more than eight times more common in women of childbearing age than in men, rheumatoid arthritis and MS are twice as common in women.

"There is no question that hormones are important and may even be the trigger," says Dr. Christopher G. Gooderham, professor of medicine at McGill University and director of clinical immunology and the unit at the Royal Victoria Hospital in Montreal. A number of researchers in Canada are studying the role they may play in increasing the likelihood of autoimmune disease in some people, he says.

Among the most commonly known autoimmune diseases, the symptoms are broad-ranging. Rheumatoid arthritis, which affects the lining of the joints and potentially the organs and the heart, produces pain, swelling and deformation. Lupus also destroys the joints and possibly other organs. MS, which damages the myelin coating of nerves in the brain and spinal cord, causes vision problems, numbness and tremors, and can lead to paralysis. Juvenile diabetes mellitus, which hampers the insulin-secreting cells in the pancreas, produces thirst, hunger, weight loss, fatigue and dizziness. Myasthenia gravis damages connections between nerves and



The pain of autoimmune diseases

Strenuous work and lifestyle can trigger autoimmune diseases.

muscles, causing muscle fatigue, double vision and draining cycles. Grave's disease stimulates the thyroid gland to produce excessive amounts of hormones, resulting in weight loss, tremors, weakness, nervousness and insomnia. Scleroderma, which causes skin deformities, can damage arteries, joints and organs and cause cramps and swelling difficulties. And inflammatory bowel disease, which can alter the intestines, causes abdominal pain, bloody diarrhea, fatigue and weight loss. In each case, researchers know there is an important link at work, but they have a chicken-and-egg quandary: which came first, the disease or the autoimmunity?

Among new discoveries related to women, doctors have established a strong link between autoimmunity and endocrinology, a science specialization affecting about five per cent of women of childbearing age. A cause of pain during menstruation, the disease often leads to infertility. Dr. Cliff Librach, head of the infertility program at Women's College Hospital in Toronto, says recent studies have established that roughly 30 per cent of women with endometriosis also have autoimmune problems. "Autoimmunity exacerbates the infertility problems associated with endometriosis, such as difficulty conceiving and early miscarriages," he says.

Canadian women suffering from autoimmune problems will likely benefit from a recent decision in the United States to devote more research to the diseases and their causes. There, scientists have long complained that, although autoimmune is an important health concern for women, it is not well understood and receives little attention in the press. Last year, the Office of Research on Women's Health, part of the U.S. National Institutes of Health in Bethesda, Md., named autoimmunity a priority women's health issue. As well, the U.S. National Multiple Sclerosis Society has established a North American task force to study the role of gender in autoimmune disease. "It's very exciting that it's getting so much attention," says Dr. Barbara

Isenor, associate professor of clinical neurology at the Autism Research Sciences Center in Tucson, Ariz. "The more we get about the link, the more it tells us about causes and ultimately treatment strategies."

Gleeson has studied MS patients to determine whether their symptoms are linked to their menstrual cycles. "We're finding out how hormones—estrogen, progesterone, testosterone and prolactin—have profound effects on the immune system," she says. Seventy per cent of women in Gleeson's study reported a consistent time during the month. Sixty per cent reported worse nervous-system symptoms—muscle aches, weakness, balance problems—before getting their period. "This isn't a PMS [premenstrual syndrome], it's not just better or only," she says. "These are real neurological symptoms."

Unfortunately, in fact, it is so closely linked to hormones, will doctors control immune problems by regulating hormones? It is not so simple, says Osterland. "It may not be a direct hormone effect," he explains. "There are other factors like genetic predisposition, infections, environmental factors. Some women do better when taking estrogen and some do worse. The balance isn't totally figured out." Osterland cites his own work with auto patients as an example of how various hormonal changes such as pregnancy affect women in different ways. In his experience, some women with lupus get better during pregnancy, some do not and some and some and horrendous flaring to the point where they had to terminate their pregnancy or they might have died.

Another direction, now being followed successfully by many doctors, is to regulate not the hormones but the level of immune response in women. Lisa Silverman, a 30-year-old occupational therapist, is living a normal life in Barrie, Ont., thanks to autoimmune treatment with an immune-suppressing drug. A sufferer of rheumatoid arthritis since high school, she experienced worsening fatigue, weakness, weight loss and what she calls "pains, weakness." But even after a decade of drug treatment, she always felt the possibility of three-up if she overexerts herself. She has learned to listen to her body, she says, and "respect" her immune system.

At Toronto's Wellesley Clinical Hospital, Dr. Edward Korman, one of Canada's leading authorities on the autoimmune arthritis, cautions researchers will ultimately find the cause of autoimmune disease—and be able to vaccinate against them. "But that," he adds, "is a long way away." For the hundreds of thousands of young women like Silverman and Adams who already have an autoimmune disease, that may be old comfort. But that breakthrough, they must rely on a combination of medication, knowledge of their bodies and diseases, and, most important, a healthy respect for the devastating night of their immune system. □

DO YOU TEACH?



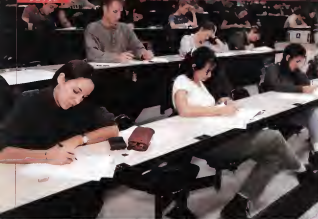
Join hundreds of Canadian teachers who enjoy the benefits of Maclean's In-Class Program

- ✓ **LOW WEEKLY RATE**—Maclean's every week for \$56 per student copy of the magazine.
- ✓ **FREE** teacher's copy of Maclean's for you.
- ✓ **FREE** Weekly Maclean's Teacher's Guide—provides full lesson plans for Social Studies, English, Media, ESL, and Business courses, including synopses of selected stories, key vocabulary, comprehension questions and answers, discussion topics, essay ideas and problem-solving activities.
- ✓ **FREE** Current Events Quiz and Language Skills Worksheet
- ✓ **FREE** Monthly Background—explains the roots and causes of issues and events in an easy-to-understand format.
- ✓ **FREE** Monthly Maclean's Index—a handy reference, ideal for research.
- ✓ **FREE** Maclean's Resource Binder—containing the latest information on issues studied in your classroom plus prepared lesson plans and activities.

FOR FASTER SERVICE
FAX 1-416-596-5003

Send Me Free Information on the Maclean's In-Class Program!

Name _____
School _____
Address _____
City _____ Province _____ Postal Code _____
School Phone _____
Subject(s) Taught _____
City & Mail # _____
Maclean's In-Class Program, 777 Bay St., 8th Floor, Toronto, ON M5W 1A2, or call 1-800-690-1000. In Ontario 1-800-690-1000. Fax 1-416-596-5003. E-mail: maclean@ednet.on.ca



Premedical students taking an exam at the Université de Montréal, as patients, women want to participate in their own treatment

Women treating women

Men are now just half the class in medical schools

BY MARK NICHOLS

Among women who have confronted life-threatening illnesses, horror stories abound of undelivering behavior by male doctors. After breaking the news to one woman that she has cancer, a physician abruptly leaves his office and ends in a nurse when his patient bursts into tears, a doctor, ignoring a breast cancer patient's request that he wait for her husband to arrive before delivering his prognosis, bluntly tells her that she will be dead within two years. (Besides being insensitive, the doctor was wrong—the patient had a benign tumor, misdiagnosed, not in situ and well 22 months later.) Behavior of that kind may be on its way towards extinction. For one thing, medical students—as well as older physicians on refresher courses—are being indoctrinated in so-called patient-centred communication, a style of doctoring

aimed at creating a physician-patient relationship based not on paternalism but on partnership. And women are flocking to medical schools in ever-increasing numbers—a trend that is likely to benefit other women since studies show that female physicians tend to spend more time than male doctors do with their patients.

Despite the changes under way, gender-related problems still surface with disturbing frequency in the traditionally male domain of medicine. Collisions of physicians and surgeons across the country frequently tend to interview—and hand out harsh penalties—when male physicians take sexual advantage of female patients. And although the *Physician Centricity* that sometimes facilitates medical decisions is a thing of the past, the medical establishment has been slow to promote women to senior positions. Many women say sexism still embedded in the system makes it difficult for women to get ahead. For one thing, says Wilhelma Thurston who directs a gender equity office at the University of Calgary's faculty of medicine, "You may be considered not serious about your career if you have two or three children."

Still, while pointing to subtle biases in the system, women doctors insist they encounter little overt harassment or discrimination. On the other hand, their inexperience that hampers them—both sexes—is a problem in Canadian medical schools, where women now make

up about half the enrolment. Harassment charges, says Thurston, sometimes arise over inappropriate language in classrooms, or "relationships" that have gone bad between students and faculty members, or physicians in teaching roles. "And according to a survey of 180 male and female doctors in residency training programs at McMaster University in Hamilton during the 1980-1994 academic year, 12.9 per cent of the women said they were the victims of unwanted sexual contact. However, more than 31 per cent said women 19.5 per cent said they received explicit sexual propositions. But far more women (99.1 per cent) than men (61.1 per cent) said they experienced discrimination on the basis of gender, with 70 per cent of the women saying they were discriminated against by male supervising physicians. "There's still harassment at all seasons and small inequities directed towards women," says May Cohen, a professor at McMaster's medical school and a veteran champion in women's health.

Women who pursue careers in medical research also appear likely to encounter discrimination obstacles. A 1996 study by the Canadian Association for Women in Science looked at the experience of female scientists in health sciences research and found that, after graduating from university with science degrees in nearly equal numbers with men, they tended to form an ever-smaller proportion of the ranks at each rung on the career ladder—so the point that only about 30 per cent of career scientists are women. Rachel McKenna, director of the transmembrane laboratory at Winnipeg's Health Sciences Centre, who helped carry out the study, notes that although the funding agencies that can make or break scientists prosper by backing their projects "don't do it more welcoming to women than it has in the past, we don't see that happening."

One of the major problems facing women in medical research, says McKenna, is child bearing when women take time off for babies, the flow of research papers is interrupted. "You're judged in short time frames," says McKenna. Beyond that, she suspects there is systemic bias at work. "In subtle ways, I think the evaluation system is still based on the old-fashioned model" of a male doctor with a wife who is a housekeeper, she says, "and this discriminates against women."

If female doctors and researchers still face barriers, the profession is starting to respond to the demands of female patients for a less authoritarian style of medicine. Studies have shown that women usually are more interested than men in detailed information about their diseases—and they react a lot more to difficulties in their medical treatment. As a result, since 1992 the College of Family Physicians of Canada has made doctors' liability with patient-centred communication a condition of licensing. Miles Stewart, an epidemiologist at the University of Western Ontario in London, is working with breast cancer survivors and other groups of patients in a study aimed at increasing physicians' sensitivity to patient needs. One thing his research has shown, says Stewart, is that other doctors have to deliver bad news about breast cancer, perhaps with the message to encourage the chances of survival—"because this gives them the strength to hope and fight."

More generally, says Barbara Wolterweide, executive director of Winnipeg's Women's Health Clinic, women want to "participate in their treatment, rather than having doctors just tell them things. They don't want doctors on a pedestal." With more women becoming doctors and the demands of female patients being heeded, the potential of authoritarian male rule may finally be crumbling. □

LOSING THE GENDER BIAS IN RESEARCH

Dr. Steven Narod is a veteran warrior in the crusade to conquer breast cancer. In 1994 and 1995, his Montreal laboratory was part of an international effort that identified the two genes—BRCA1 and BRCA2—believed to cause about four per cent of breast cancers in women. Now a senior scientist at the University of Toronto's Centre for Research in Women's Health, Narod is engaged in widening studies aimed at finding ways of saving lives by screening women for the genes. As a first step, Narod's team has assembled information on more than

700 women in Canada and the United States who inherited one of the genes, half of whom have already had breast cancer. Of those who have had the disease, a third have been treated with the drug tamoxifen following surgery, and Narod plans to monitor them for 10 years to see whether the treatment helps prevent recurrence. If it does, says Narod, then it may be possible to slow off breast cancer by giving the drug to women who carry one of the potentially deadly genes before the disease has a chance to strike.

Narod's program is part of a surge in research into women's diseases that has occurred in recent years. At the three-year-old Toronto centre, director Heather MacLennan presides over studies costing more than \$7 million a year into female health problems ranging from breast cancer and osteoporosis to tobacco addiction and violence against women. At the national level, the biggest offensive is being waged against breast cancer, thanks to the Toronto-based Canadian Breast Cancer Research Institute, which since 1993 has funneled

\$31 million into 116 research projects. "How we sustain breast cancer?" asks the program's research director, Marilyn Schneider. "No, we haven't." But by learning more about the genetic mechanisms of the disease, scientists can now identify potential targets for interrupting the breast cancer process.

In Ottawa, efforts at the federally backed Medical Research Council—which helps fund the breast cancer initiative—estimate that grants for research into women's health rose during the past decade by \$9.6 million to nearly \$19.1 million (leaving grants totaling \$1.56 billion overall). But says a spokeswoman, obtaining money for research into women's health can be as uphill battle. "People's eyes don't glare away as much as they used to when you talk about women's health," says Dr. Knox Ritchie, a gynecologist who is chairman of the small, Toronto-based Genes Research Foundation, which funds studies in women's health. "But at the corporate level it's still a hard sell."



Schneider taking steps towards the defeat of breast cancer

Pressures to conform

BY CELIA MILNE

Use 20 lbs by Christmas? screams the headline on the cover of a popular women's magazine. Beside it is a picture of a gorgeous, typically stick-thin model. And below her is a photo of a...grosser! A fat lady. Blatant with all the trimmings. To avoid eating the cover model illustrates the body-image dichotomy: the two obsessions with thinness and eagerness. Between the extremes of women intentionally so underweight they risk death and others overweight enough to be candidates for cardiovascular disease and adult-onset diabetes, there are millions whose body mass index—relating height and weight—is in the normal range. Yet most of them feel fat.

"Oh my God, we are so sick in this society," shares Dr. Joanne Johnston, 63, an Edmonton family physician who suffered from morbid obesity from her late teens until well into adulthood. As a child, she was surrounded by messages about the importance of thinness. "I don't remember a time when my mother wasn't on a diet," she says. "My cousin and my aunt were always dieting." Johnston traces her eating disorder from day one when she was 17 and her mother put her on the backside and said, "Either watch it, girl. You're getting a little broad across the back."

In history has recovered from what she now sees as an addiction to dieting. "I am five feet, three inches and I weigh 133 lb, the same as I did before anorexia," she says. "I am extremely comfortable with my body, and it is no liberating to not have to put energy into that. But I'm very happy." Now, she puts her energy into helping young women who have eating disorders—a societal problem that is not getting any better.

Unhappiness with body image seems to be a national preoccupation. According to statistics compiled by the National Eating Disorder Information Centre in Toronto, 90 per cent of Canadian women are dissatisfied with some aspect of their bodies. One of the main battlegrounds in the fight for acceptance, of course, is cellulite. According to the *Maclean's* year-end poll published in late December, 61 per cent of Canadian women—compared with 33 per cent of men—believe they are overweight. The eating disorder centre says that its surveys show that fully 70 per cent of Canadian women are preoccupied with their weight, and 40 per cent are pre-diabetic. "For most women, when they get together in a group a common topic is trying to lose weight," says Dr. Christine Doreau, a family physician in Saint John, N.B., who is in constant demand from dieting girls on their shoulders. Margaret Beck, acting director of the eating disorder centre, affirms that danger. "The research," she says, "does seem to suggest that anorexia and bulimia are food-and-weight preoccupied tend to have daughters who are the same."

Public awareness of eating disorders got a big boost in 1995 when Diana, Princess of Wales, began talking openly about her struggles with bulimia. That bulging-out-and-sucking-gut-back-in affects three to five per cent of young Canadian women aged 14 to 28. The other main manifestation of food preoccupation is anorexia, affecting one to two per cent of that group. And the problems occur among younger girls, too. "There are girls younger than 13, even as young



Diana in 1995, *Anorexia (left): We are so sick in this society*

as 6, being admitted to hospital programs," says Beck. "It is still a real number, but it is growing."

Another popular route in the quest for a better body is plastic surgery. There are no national statistics on cosmetic surgery in Canada, but the trends are stable in figures kept by the American Society of Plastic and Reconstructive Surgeons. From 1994 to 1996, the number of people having tummy tucks rose 300 per cent, breast augmentation went up 123 per cent, breast lifts increased 60 per cent, chin/neck lifts rose 47 per cent, chin/face unalikeable treatments grew by 346 per cent, buttack lifts rose by 346 per cent and thigh lifts went up 90 per cent. Dr. Thomas Bell, president of the Canadian Society of Aesthetic Plastic Surgery in Toronto, also no-

ticed a trend toward younger patients wanting plastic surgery. "The median age has moved from the mid-30s to the late-40s," he says. "That is just not a piece of body image issues."

Perhaps it was media images of angle, perky breasts that persuaded more than 100,000 Canadian women to undergo silicone implant surgery between 1968 and 1998. That type of implant was banned in 1993, and at least 10,000 Canadian blame them for health problems including arthritis, lupus and scarring. Silicone implants are silicone shells that surround a saline or saline-filled shell, and women are still seeking breast enlargement. Vancouver plastic surgeon Kim Hu says they generally come in two age-groups: the younger women aged 19 or 20 who have never been in love with their breasts, and others who have finished broodrearing their children and want a pick-me-up. The cost is steep—between \$2,000 and \$3,000—and there are possible, well-documented, risks. But for many women, the importance of looking fulfilled seems to outweigh the need to feel good. "About five or six per cent are unhappy with their implants

decades, so most women are moving farther away from the physics they seek."

Striving for the unattainable creates insecurity among women, says Doreau. And that, in turn, leads them to try to please even an unreasonable partner. "A woman is more likely to stay with a man who is abusive if she has low self-esteem," Doreau says. "She just doesn't have the confidence to leave." Among teens, low self-esteem can lead to unsafe accidents designed to draw their worth, such as having sex they are not ready for, which carries with it the risk of HIV and other sexually transmitted diseases.

Those tendencies alarm Dr. Sarah Krollman, who sees a lot of young women in her Whistler family practice. "People judge themselves against others and through the eyes of others," she notes with regret. "It is not experience, personality skills and character that counts, but image." According to Krollman, society's preoccupation with body image has worsened over the past decade. A 19-year-old woman recently asked about liposuction. "If you haven't solved your body image problems by the time you are 65, then you've got problems," Krollman says.

On the other hand, it can sometimes be a positive step for a woman to have something "done" that has been bothering her for years. "I have seen instances where minor plastic surgery such as nose reshaping has made an enormous difference in self-esteem," Krollman says. "My concern is that this can become the slippery slope. Then it's, 'Now I'll get my breasts done, the way I want them,' and what next?"

Women simply have to become comfortable with the fact that their bodies are aging as age she says. "If you don't, you will have a chronic struggle with unhappiness and low self-esteem," says Krollman. "You can never win this battle." If instead of surgery, women are much better off doing it, psychological work necessary to accept the aging process, she says.

Acceptance is a vital key to dealing with body insecurities. As an administrative assistant at a student residence at the University of Waterloo, Angela Kelman, 35, has an interesting perspective. At five feet, six inches and weighing between 135 and 140 lb, she says she is not wrapped up in body image issues herself, yet she does understand others and her own past. "I was a depressive, worried about putting in pounds—the freedom I'd won," she says call it. "What I see most is over-eating," she says. "A couple of my friends do it to maintain a model look." Another trend among female university students is vegetarianism. "They say it is because of allergies, religion or animal rights," says Kelman, "but I think it is to lose weight."

Kelman can also live her philosophy in Waterloo for her lack of concern about body image. "I come from a very close-knit family with five children," she says. "My mother loves to cook, and I cook the way she does. We enjoy very balanced meals, and never a lot of processed foods. I don't worry about it much. I'm lucky."

There is no doubt the way a woman views herself can affect those around her, particularly children. A mother-daughter conflict can turn to how weighty by dieting and going to the gym is not a healthy one-year's resolution, says Beck. Instead, she suggests such pleasurable activities as walking in the park or games of touch football that don't have to do with food or weight loss.

A family life focused on looking good contributed to Joanne Frère's obsession with body weight. The 35-year-old Edmonton social worker began to diet about 15 years ago, thinking it would make her a better person. "I thought thinness was equated with intelligence, success, a good career, a good relationship," she says. Over the years, she travelled the long and difficult journey from the depths of anorexia and bulimia, through the ups and downs of binging, and up to a healthy way of thinking. Her coping mechanisms include reaching out to friends, living long walks, focusing on things other than her weight, and listening to her body. "I am five feet, three inches and 138 lb. I will never be five feet six and 116 lb," Frère says. "I will never be 116 lb and I don't beat myself up. I have learned that I have the shape I need in every place, and I have acquired the tools to deal with life."

The thin, shapely look can be dangerously unrealistic

because they cause discomfort," says Re. "but because they look good, they don't want them out."

In fact, we can't go to the lengths to achieve their body ideal, according to an extensive reader survey published last year in the U.S. magazine *Psychology Today*. A troubling 34 per cent of women said they would give up three years of their life to achieve their perfect bodies. A few were willing to ignore health risks because pregnancy would ruin the trim bodies they had worked so hard to achieve. Young women are being instilled with feelings of body dissatisfaction at a tender age," report the magazine, "and this early programming may be difficult to undo."

The same will-agree to pay a high price for an enhanced image is evident in the diet fad young women are now the latest growing group of smokers in Canada. The reason appears to have a lot to do with low self-esteem. Studies indicate that young women who take up smoking consider themselves significantly less attractive than do their peers who never take up the habit.

Part of the extreme problem is tactically related to the impossible ideals with which women are bombarded. "We are constantly shown images of very sick, extreme women and that's what we are striving for," says Doreau. "The average woman is five feet, six inches and 145 lb. The average model is five feet, 11 inches and 120 lb. Ninety-five percent of us don't match up and never will." Ironically, she adds, the average North American's weight has been rising over the past few

Biology and mental health

Why do women suffer more depression and anxiety?

BY SARAH SCOTT

Like King was at the hairdresser, a year and a half after the birth of her first son, when the panic first hit. Her long red hair was tied up in rollers, all set for the hair dryer when a dizziness, frightening feeling came over her, and she knew she had to get out of there, fast. "Get the rollers out of my hair! I don't like the feel of hairdresser! I can't stay!" That was 34 years ago, and for months afterward she could not go near a beauty salon without feeling the same catastrophic sensations. Then the panic attacks struck at airports, in restaurants, at school family dinners. She could not sleep and couldn't marry when her son dwindled before preschool. With her stomach not up to it, then, she often felt nauseated and dropped 22 lb. It took years for King to discover the cause of her problems—and the answers came from a self-help group.

At first, neither King nor her GP could locate the cause of her depression. "Here I was with a child, a great husband and a lovely home," she says. "Pretty much the Canadian dream. I thought I was going crazy. I had visions of people coming to get me. It was only after the birth of her third son that King fully understood that her anxiety, panic attacks and depression were triggered by childbirth. When she joined Vancouver's Pacific Post Partum Support Society, she learned that 10 to 15 per cent of new mothers suffer depression, often accompanied by anxiety disorders. "I asked I'm not a demented, a crazy, horrible person," says King, now 42 and a counsellor at the society. Postpartum depression is, of course, a uniquely female affliction, but it can be one of a major mental health problem for women. Although the overall rate of mental illness in the same for men and women, the statistics show women to be twice as likely to get depressed and anxious as men. One-quarter of women will experience clinical depression during their lifetime, double the rate for men. Men, on the other hand, are more likely to abuse drugs, including alcohol. While women share with men some of the classic symptoms of clinical depression—crippling lack of interest, sleeplessness, crying spells and even suicidal tendencies—depressed women have more symptoms of their own. They are more likely to be anxious and tired, says Toronto psychiatrist Dr. Barbara Dorn. "With men and phobias are more common among women, as are stomach ailments. In fact, women report up to 90 per cent of North American women's health help for irritable bowel syndrome (IBS), characterized by abdominal pain, bloating and chronic diarrhea. And half of these women suffer from depression or anxiety although it is not known whether depression causes IBS or if the other way round—or if they happen together," says psychologist Brenda Toner, director of the women's mental



More a mother's mental disorders affect children

health program in the University of Toronto's psychiatry department.

There's about the prevalence of depression and anxiety among women have been influenced by changing attitudes towards women. In the 1960s and 1970s, the medical profession believed in the "fragile hormone" explanation, says Dorn. Women were thought to be the weaker sex, biologically inferior to men and the mercy of their hormones. In the 1980s, feminists decried that theory, instead blaming women's mental health problems on a patriarchal society. But now, as new research underlines the role of chemical imbalance in depression for both sexes, leading mental health researchers believe that depression in women is caused by a mix of biology, social conditioning and psychological problems.

There is little doubt that biology plays a powerful role, at least for some women. Studies have established that young women are depressed slightly more often than young girls, but that picture changes dramatically at puberty, when girls are twice as likely as boys to get depressed and anxious. Only after menopause does the prevalence of depression in women decline to the rate for men. Estrogen and progesterone—the two sex hormones controlled by the ovaries—seem to be key players. These hormones, which increase dramatically at puberty, act on neurotransmitters in the brain, in

cluding serotonin, which is commonly associated with depression. Depletion of serotonin may precipitate depression. But there are no easy answers, says psychiatrist Donna Stewart, who heads the Toronto Hospital's Women's Health Program. "An increase in estrogen can trigger depression, why is it that some postmenopausal women's moods swing with estrogen supplements? And why do sudden changes in hormone levels affect some women and not others?" The jury is out about what all of this means, says Stewart.

Many feminists think that social forces are far more important than hormones in promoting women's depression. As adolescents, just as the ovaries are producing quantities of estrogen and progesterone, powerful cultural forces undermine girls' self-esteem. In a society where girls are being sold back on adolescent girls' psychology, Mary Pipher tells how girls discover their authentic selves in a misleading effort to become what society wants them to be—objects of beauty delighted to come for others, not themselves.

As women, they live different social pressures, says Toner, citing poverty, abuse and discrimination among conditions that contribute to many cases of depression. Juggling the kids and a job—the majority of Canadian mothers do—is just one of the new realities they live. Every day is a rush that leaves no time for "the solitude, reflection and quiet consciousness which mental and spiritual people," says Dorn. Fatigue, tired the number 1 personal health

concern of otherwise healthy Canadian women in 1996, can trigger depression. "It's a woman's way of saying things have not changed," says Kathryn McConnell, associate professor of social work at the University of British Columbia. "Your body is a strike."

But when depression strikes down young mothers, their children may suffer too, warns Dr. Shaula Miron, a Vancouver psychiatrist, professor and co-director of reproductive psychiatry at B.C. Women's Hospital. British and American researchers have found that toddlers' thinking and emotions are disturbed by depression in their mothers, says Miron. A mother's mood disorders can even affect her mother's playing, sleeping and appetite. "The crucial early mother-child relationship," she says, "determines how persons will interact with the rest of the world." Most of these problems to take. Those who pregnant or nursing, even though they amount of the antidepressant drug go to the fetus or infant, with unknown long-term effects.

Yet King says a postpartum depression does not have to rule a mother's relationship with her children. Taking about her illness has helped her build a solid and loving relationship with her three sons, she says. "I feel like it has worked itself out," she adds. But it took effort. King still cries at the memory of what her eldest son, Chris, told her, at age 10, when she was suffering after the birth of her third son. "It's because you didn't like us that it happened." Then, and for years later, King comforted her children that her illness was not their fault. She now believes it sprang from a mix of hormones, unreasonable demands she placed on herself as a mother, her reluctance to provide care for herself, and the anxiety of later quarrels between her parents when she was young. While support groups help women like King, a new generation of feminist mental health professionals is developing special ways to treat women with depression and anxiety. On the drug front, Dorn is looking at ways to fine-tune classical antidepressants to make them more effective for women. "Women's brains," she explains, "are wired slightly differently." Women, she cautions, respond more slowly to antidepressant drugs and may be helped by certain hormones and drugs that do not work on men.

Parents can play a role, too, by promoting healthy self-esteem in their daughters. "You listen to the girls' voices and respect what they have to say and what they feel," she believes that only paternal and social change can resolve the problem, she says. Parents can help by encouraging their daughters to play sports and to decode TV ads that play on women's insecurities. And mothers can be role models by taking care of themselves rather than blaming the family. That is one lesson that King has learned in 34 years. It took her to come to terms with her depression. The struggling, she says, "has to come from somewhere, rather than an empty well."

WITH ANITA ELIASZ in Toronto

1. Passage to our Readers about

"Scent Strips"...

Occasionally Maclean's will include advertisements in its issues. If you prefer to receive scent-free issues please advise our Customer Service Department.

Simply call us toll-free at 1-888-Maclean's, 596-5523 in Toronto (9 a.m. - 7 p.m. EST) and we'll make sure your copies do not include scent strips.

Maclean's
We're Maclean's to Canadians

BE A PUBLISHED WRITER

Make money writing & earn while you learn.

The Writing School's home study course shows you how to write articles, short stories, novels and scripts that sell and keep on selling.

Your name will remain your style showing you how to write material that's fresh and valuable.

In fact, if you haven't recovered your fees by the end of the course, YOU'LL RECEIVE A FULL REFUND.

Send or call today for the FREE book that explains it all.

TOLL FREE: 1-800-257-1829

The Writing School

38 MacArthur Avenue, Suite #200
Ottawa, Ontario K1L 6R2



WHEN WAS THE LAST TIME YOU SAW A FILM THAT TOOK YOU SOMEWHERE YOU'D NEVER BEEN?

The best of international and Canadian cinema — past and present

Watch our travelling series on Japanese New Wave master and two-time winner of the Palme d'Or Shunji Imai (a co-presentation with the Japan Foundation), coming soon to Montreal, Vancouver and eight cities in the United States. Cinematheque Ontario has also recently published Shunji Imai's, the first English-language monograph on his director.

Coming in Fall 1998: a loving retrospective on French grandmaster filmmaker, Robert Bresson. The January, Tokyo, Tokyo 18-gems should watch for series on Michelangelo Antonioni, Jack Smith and Yasujiro Ozu.

Call 1-800-968-FILM
FOR MORE INFORMATION

CINEMA
OFFICIAL MEDIA PARTNER

People

Edited by
BARBARA WICKENS

Trailblazer on ice

In a modest NHL career, he scored only four goals and 10 assists in 45 games, so **Willie O'Ree** is understandably reveling in his newfound hockey celebrity. The first black player in NHL history, O'Ree will be honored by the league at his first 15-all-star game in November 40 years to the day after he stepped onto the Montreal Forum ice as a member of the Boston Bruins. O'Ree was born in Fredericton, the youngest of 12 children, in 1915. When he got to the NHL, the relatively quiet draftee he had experienced as Canadian minor leagues exploded into outright hostility in some U.S. cities. In 1961, Chicago Blackhawk forward **Kyle Mullen** followed up racial taunts by bawlinging O'Ree, knocking out his front tooth. "So I hit him over the head with my stick," O'Ree, now 64, proudly recalls, "and the benches cleared and I had to have a police escort."

But O'Ree faced another barrier to NHL success. In a 1955 junior-league game, a teammate's slapshot hit him square in the face, shattering the vision in his right eye. A left-winger, O'Ree found himself increasingly unable to pick up the puck as it was passed to him. After only one full season in 1949-50, his NHL career was over. "I could deal with the pain," he says now, "but not the blindness."

Now 64 and a security manager at a San Diego hotel, O'Ree is proud of his 1954 accomplishment. But he tries to keep it in perspective. "People say to me, 'You're the Jackie Robinson of hockey,'



O'Ree, the first black player in NHL history, battled racism—and blindness.

but there was never a big deal made of it at the time, and that was the way I lived it." He is aware that the NHL's desire to expand its fan base among African-American blacks has spurred its recent interest in him—but that is far from his wish. Working with the league's Diversity Task Force for the past three years, introducing hockey skills to minority children, has been satisfying. O'Ree has only one last wish from the NHL—he would like to meet the nine black players currently in the league. "I think it would be a great idea to get together with these guys—the NHL should do something about that."



Bunnett and her band, repairing Cuban instruments.

Duran and Frank Emilio After cancelled dates and a bomb threat in the United States, she left the abbreviated 1995 tour Come Hell or High Water—a hip reference to U.S. Senator Jesse Helms, one of the sponsors of an anti-Cuban trade law. Now, with the release of her critically acclaimed CD, *Jane Bunnett And The Spirits Of Havana*, Bunnett is working on another aspect of her Cuban connections. On Jan.

19 in Toronto, she will headline a concert to raise funds to repair the real and brass instruments of children attending Cuba's conservatories. Says Bunnett, 41, who will take three Canadian technicians to Cuba in mid-February to do the work. "When you give already talented kids instruments that work, they really work."

Jazz's 'Havana Jane'

Ferocious flutist and soprano saxophonist **Jane Bunnett** is putting her money where her mouth is. The Toronto-based jazz star and band leader—dubbed "Havana Jane" and best "new talent to watch" by leading jazz magazine *Down Beat*—taunts and razzes with such highly esteemed Cuban musicians as **Italo**

Sympathy for the rebel angels

With his new novel, *The Sable Angel*, **Philip Pullman** is two-thirds of the way through *The Dark Materials*, the most acclaimed fantasy trilogy since *J. R. R. Tolkien's The Lord of the Rings*. Starting with *The Golden Compass*, it is an ambitious retelling of Milton's *Paradise Lost*, with a significant difference—Pullman is on the side of the rebel angels. Although the two novels have proved explosive crossover hits among older readers, the 51-year-old Oxford, England, novelist writes primarily for young adults, and he makes no apologies for his devilish themes. As long as the story is interesting, he asserts, children will stick with it. And learn, too: a former instructor in children's literature, Pullman has faith in fiction's moral power. "Literature can teach better than any other form that actions have consequences," he says. "Because I can show what happens when somebody good goes into temptation, and is then destroyed by his actions."

Great Gift Item



Overall size 12"x14"

"The shot heard around the world"
framed art print...

- Hand autographed by Paul Henderson.
- Print by Walter Burden.
- Reprinted on acid-free paper using colour fast inks for a lifetime of enjoyment.
- Framed with solid wood and double acid-free matting.
- 100% -30 Day Money Back Guarantee.
- Regular price \$99.95



SCORE A VICTORY for SPECIAL OLYMPICS

The great inspiration, perseverance, and determination that Henderson called the winning goal in the '72 Iceman Series! And do you remember how painful you felt to be Canadian because of that goal?

In celebration of the 25th Anniversary of this moment we are pleased to offer you... this beautiful print "THE SHOT HEARD AROUND THE WORLD". Brought to you by Signature Artworks as part of Special Olympics.

This moment of hockey history can be yours to remember at a fine price of only...

\$69.95* special price

*with a \$10.00 P&H charge and GST/ST/Provincial tax

Proceeds from every purchase will be donated to the Canadian Special Olympics.

Enjoy Canada's greatest sports moment and help SPECIAL OLYMPICS by calling...

Call (888) 767-6174
to order today

Sleeping sickness

A drama revisits Dr. Cameron's reign of terror

THE SLEEP ROOM
(CBC, Jan. 11 and 12, 8 p.m.)

If Pierre Berton is the cheerful populariser of Canadian history, then Bernard Zakheim is its dark character in the east decade. The Toronto-based television producer has dramatized some of the most shameful episodes in our country's recent past. His award-winning TV mini-series include the real-life stories of former

askew, inflicted to subtle damage on his patients in the name of treatment. And the second part—with its account of the David-and-Goliath lawsuit against an intrusively CIA—debates a resounding slap in the face to Ottawa. In the series depicts the story at the end of the 1960s then Prime Minister Lester B. Pearson's Tory government actively hindered its own citizens' case out of sheer subservience to the United States, and to keep quiet its own role in funding



Scene from the mini-series regimens of psychological torture and physical abuse

Saskatchewan cabinet minister Colin Thatcher and his conviction for murdering his wife (Love and Hate, 1989), and the Manitoba community that ignored the brutal killing of native girl Helen Betty Osborne by a white teenager (Conspiracy of Silence, 1991). Even the outlandish higher tide of the Quebec separatists (Maurice Dugal Belton, 1994) revealed exploitation earned out by the province of Ontario and rewarded by an intrusive public. Now, Zakheim revises the story of the notorious CIA-funded brainwashing experiments conducted by Dr. Ewen Cameron.

As hundreds of unsuspecting patients at Montreal's Allan Memorial Institute in the 1950s and '60s. The Sleep Room, a \$10-million, four-hour mini-series co-produced by Zakheim and Montreal-based CENAK Productions, reassesses the horrendous regimens of psychological torture and physical abuse, and chronicles the eight-year lawsuit that now exonerates subsequently killed against the CIA, Harvard and dispiriting, it is also a testament to the perseverance of the patients and to the dedication of two American lawyers.

Directed by Vancouver's Anne Wheeler (She Was There, The War Between Us) the drama, based on Anne Collins' book In the Sleep Room, divides neatly into two segments, each very different in look, tone and emotional pitch. The first sets out how Cameron, a psychiatrist who crusaded against the psychotic conditions in major

Cameron's program. At one point in the drama, Joseph Roth (Donald Moffat)—the American lawyer who represented the patients—explodes in frustration at a Canadian diplomatic attaché. "How can you protect the CIA and not your own citizens?" he asks. Then, in a withering cut line, he observes, "You've gotta hand it to the CIA—they know how to pick their victims."

The victim in The Sleep Room are fictional composites of the hundreds subjected to Cameron's techniques. As the drama opens, Ruth Farmer—an extraordinarily sensitive performance by Vancouver actress Nicola Corbelli—arrives at the Allan to be treated by the avuncular, Scots-born Cameron (John Powell), who calls her "Tania." Suffering from postwar depression and a dependence on barbiturates, Ruth is soon subjected to "deprogramming" and "psychic diving"—methods designed to

wipe painful minds clean of neurones and replace them with positive mental stimulation. But first it is necessary to break down the patient's psyche. In scene after barely watchable scene, characters (including Ruth) Sel (Gina Prince), who suffers from panic attacks, and Nathalie (Macha Grenier), a troubled, rebellious beauty, are given LSD injections, cure, insulin and commanding drugs. That way, Cameron believed, therapeutic taped messages could take hold in their subconscious. Later, he administers massive electroshock treatments. The results are devastating: written in the patient's vacant faces, shuffling gait and twitching, incoherent bodies.

Traditional deference to medical expertise, the stigma of mental illness and Cameron's reputation allowed him to operate unchallenged. And typically, at least, he believed he was on the way to cure. But, as actor Powell subtly conveys, he is overzealous. Cameron's concern for his patients. And the CIA, desperate to develop mind-control techniques at the height of the Cold War, used Cameron, channeling funds through a fake research society.

The content of the second installment, the lawsuit, is less inherently dramatic. But the performances compensate—particularly those of Canadian and Moffat, a veteran American actor who, as Roth, strikes the right balance between benevolent character and cunning. Roth and James Turner (transformed for the TV version into a female called Jane Carey, played by Montreal's Marina Grand) took on the seemingly hopeless case in 1980. So began an eight-year legal battle that saw the two lawyers overcome everything the CIA could throw at them—not to mention obstruction from Ottawa. (In 1988, the CIA settled out of court for \$830,000 to be shared by the eight surviving claimants, while it took until 1998 for the Canadian government to award \$100,000 each to 127 former patients. Neither admitted liability.)

With so much material to summarize, the script provides only quick brushstrokes about many aspects of the case. And there is a certain plausibility about the show, a predictability that has little to do with wisely knowing the outcome. But, overall, The Sleep Room effectively recreates a Canadian nightmare, one that will disturb the slumber of more than a few viewers.

DAVID THORNTON

CHATELAINE



HOW WE GOT TO WHERE WE GOT TO FROM WHERE WE STARTED.

A Woman's Place celebrates 70 years of Chateleine. It's the diary that you never kept—a 280 page rollicking visual journey from getting the vote to burning bras to taking control of corporate board rooms. Read it and weep. Read it and laugh. Share it with your sister, your mother, your daughter, your best friend. On sale now at bookstores everywhere.

Bonus Offer: First 1000 copies ordered from Chateleine signed by editor Rona Meynard. It's a great gift idea. Receive a 20% discount on additional copies.

Only Mail Order! Order form, along with a check, money order, VISA, MasterCard or AMEX number to CHATELEINE, A Woman's Place, P.O. Box 8101, 3749 W. Lakeshore, Ontario M6K 3P5. \$5.95 full price. \$4.95 for 4800. \$4.95 for 10000. \$4.95 for 20000. \$4.95 for 40000. \$4.95 for 80000. \$4.95 for 160000. \$4.95 for 320000. \$4.95 for 640000. \$4.95 for 1280000. \$4.95 for 2560000. \$4.95 for 5120000. \$4.95 for 10240000. \$4.95 for 20480000. \$4.95 for 40960000. \$4.95 for 81920000. \$4.95 for 163840000. \$4.95 for 327680000. \$4.95 for 655360000. \$4.95 for 1310720000. \$4.95 for 2621440000. \$4.95 for 5242880000. \$4.95 for 10485760000. \$4.95 for 20971520000. \$4.95 for 41943040000. \$4.95 for 83886080000. \$4.95 for 167772160000. \$4.95 for 335544320000. \$4.95 for 671088640000. \$4.95 for 1342177280000. \$4.95 for 2684354560000. \$4.95 for 5368709120000. \$4.95 for 10737418240000. \$4.95 for 21474836480000. \$4.95 for 42949672960000. \$4.95 for 85899345920000. \$4.95 for 171798691840000. \$4.95 for 343597383680000. \$4.95 for 687194767360000. \$4.95 for 1374389534720000. \$4.95 for 2748779069440000. \$4.95 for 5497558138880000. \$4.95 for 10995116277760000. \$4.95 for 21990232555520000. \$4.95 for 43980465111040000. \$4.95 for 87960930222080000. \$4.95 for 175921860444160000. \$4.95 for 351843720888320000. \$4.95 for 703687441776640000. \$4.95 for 1407374883553280000. \$4.95 for 2814749767106560000. \$4.95 for 5629499534213120000. \$4.95 for 11258999068426240000. \$4.95 for 22517998136852480000. \$4.95 for 45035996273704960000. \$4.95 for 90071992547409920000. \$4.95 for 180143985094819840000. \$4.95 for 360287970189639680000. \$4.95 for 720575940379279360000. \$4.95 for 1441151880758558720000. \$4.95 for 2882303761517117440000. \$4.95 for 5764607523034234880000. \$4.95 for 11529215046068469760000. \$4.95 for 23058430092136939520000. \$4.95 for 46116860184273879040000. \$4.95 for 92233720368547758080000. \$4.95 for 184467440737095516160000. \$4.95 for 368934881474191032320000. \$4.95 for 737869762948382064640000. \$4.95 for 1475739525896764129280000. \$4.95 for 2951479051793528258560000. \$4.95 for 5902958103587056517120000. \$4.95 for 11805916207174113034240000. \$4.95 for 23611832414348226068480000. \$4.95 for 47223664828696452136960000. \$4.95 for 94447329657392904273920000. \$4.95 for 188894659314785808547840000. \$4.95 for 377789318629571617095680000. \$4.95 for 755578637259143234191360000. \$4.95 for 1511157274518286468382720000. \$4.95 for 3022314549036572936765440000. \$4.95 for 6044629098073145873530880000. \$4.95 for 12089258196146291747061760000. \$4.95 for 24178516392292583494123520000. \$4.95 for 48357032784585166988247040000. \$4.95 for 96714065569170333976494080000. \$4.95 for 193428131138340667952988160000. \$4.95 for 386856262276681335905976320000. \$4.95 for 773712524553362671811952640000. \$4.95 for 1547425049106725343623905280000. \$4.95 for 3094850098213450687247810560000. \$4.95 for 6189700196426901374495621120000. \$4.95 for 12379400392853802748991242240000. \$4.95 for 24758800785707605497982484480000. \$4.95 for 49517601571415210995964888960000. \$4.95 for 99035203142830421991929777920000. \$4.95 for 198070406285660843983859557760000. \$4.95 for 396140812571321687967719115520000. \$4.95 for 792281625142643375935438231040000. \$4.95 for 1584563250285286751870876462080000. \$4.95 for 3169126500570573503741752924160000. \$4.95 for 6338253001141147007483505848320000. \$4.95 for 12676506002282294014967011696640000. \$4.95 for 25353012004564588029934023393280000. \$4.95 for 50706024009129176059868046786560000. \$4.95 for 101412048018258352119736093573120000. \$4.95 for 202824096036516704239472187146240000. \$4.95 for 405648192073033408478944374292480000. \$4.95 for 811296384146066816957888748584960000. \$4.95 for 1622592768292133633917777497169920000. \$4.95 for 3245185536584267267835554994339840000. \$4.95 for 6490371073168534535671109988679680000. \$4.95 for 12980742146337069071342219977359360000. \$4.95 for 25961484292674138142684439954718720000. \$4.95 for 51922968585348276285368879909437440000. \$4.95 for 103845937170696552570737759818874880000. \$4.95 for 207691874341393105141475519637749760000. \$4.95 for 415383748682786210282951039275499520000. \$4.95 for 830767497365572420565902078550999040000. \$4.95 for 1661534994731144841131804157101998080000. \$4.95 for 3323069989462289682263608314203996160000. \$4.95 for 6646139978924579364527216628407992320000. \$4.95 for 13292279957849158729054433256815984640000. \$4.95 for 26584559915698317458108866513631969280000. \$4.95 for 53169119831396634916217733027263938560000. \$4.95 for 106338239662793269832435466055277877120000. \$4.95 for 212676479325586539664870932110555754240000. \$4.95 for 425352958651173079329741864221111508480000. \$4.95 for 850705917302346158659483728442223016960000. \$4.95 for 1701411834604692317318967456884446033920000. \$4.95 for 3402823669209384634637934913768892067840000. \$4.95 for 6805647338418769269275869827537784135680000. \$4.95 for 13611294676837538538551739655075568271360000. \$4.95 for 27222589353675077077103479310151136542720000. \$4.95 for 544451787073501541542069586203022731084440000. \$4.95 for 1088903574147003083084139172406045462168880000. \$4.95 for 2177807148294006166168278344812090924337760000. \$4.95 for 4355614296588012332336556689624181848675520000. \$4.95 for 8711228593176024664673113379248363697351040000. \$4.95 for 17422457186352049329346226758487273994702080000. \$4.95 for 34844914372704098658692453516974547989404160000. \$4.95 for 69689828745408197317384907033949095978808320000. \$4.95 for 139379657490816394634769814067898119957616640000. \$4.95 for 278759314981632789269539628135796239915233280000. \$4.95 for 557518629963265578539079256271592479830466560000. \$4.95 for 1115037259926531157078158512543849597660933120000. \$4.95 for 2230074519853062314156317025107699195321866240000. \$4.95 for 4460149039706124628312634050215398390643732480000. \$4.95 for 8920298079412249256625268100430796781287464960000. \$4.95 for 17840596158824498513250536200861593562574929920000. \$4.95 for 3568119231764899702650107240172318124514859840000. \$4.95 for 7136238463529799405300214480344636249029719680000. \$4.95 for 14272476927059598810600428960689272498059439360000. \$4.95 for 2854495385411919762120085792137784499611878720000. \$4.95 for 5708990770823839524240171584275568999223757440000. \$4.95 for 11417981541647679048480343168551379998447514880000. \$4.95 for 22835963083295358096960686337102759996895029760000. \$4.95 for 45671926166590716193921372674205519993790059520000. \$4.95 for 91343852333181432387842745348411039987580119040000. \$4.95 for 182687704666362864775685490696822079975160238080000. \$4.95 for 365375409332725729551370981393644159950320476160000. \$4.95 for 730750818665451459102741962787288319900640952320000. \$4.95 for 1461501637330902918205483925574576638801281044640000. \$4.95 for 2923003274661805836410967851149153277602562089280000. \$4.95 for 5846006549323611672821935702298306555205124178560000. \$4.95 for 11692013098647223345643871404596613110410283557120000. \$4.95 for 23384026197294446691287742809193226220820567114240000. \$4.95 for 46768052394588893382575485618386452441641134228480000. \$4.95 for 93536104789177786765150971236772904883282268456960000. \$4.95 for 187072209578355573530301942473545809766564536913920000. \$4.95 for 374144419156711147060603884947091619533129123827840000. \$4.95 for 748288838313422294121207769894183239066258247655680000. \$4.95 for 1496577676626844588242415439788366478132516495311360000. \$4.95 for 2993155353253689176484830879576732956265032990622720000. \$4.95 for 5986310706507378352969661759153465912530065981245440000. \$4.95 for 1197262141301475670593932351830691822506013196249080000. \$4.95 for 2394524282602951341187864703661383645012026392498160000. \$4.95 for 4789048565205902682375729407322767290024052784996320000. \$4.95 for 9578097130411805364751458814645534580048105569992640000. \$4.95 for 19156194260823610729502917629291069160096211139985280000. \$4.95 for 38312388521647221459005835258582138320192422279970560000. \$4.95 for 76624777043294442918011670517164276640384844559941120000. \$4.95 for 153249544086588885836023341034328553280768889119882240000. \$4.95 for 306499088173177771672046682068657106561537778239764480000. \$4.95 for 612998176346355543344093364137314213123075556479528960000. \$4.95 for 1225996352692711086688186728274628226246151112959057920000. \$4.95 for 2451992705385422173376373456549256452492302225918115840000. \$4.95 for 4903985410770844346752746913094512904984604511836231680000. \$4.95 for 9807970821541688693505493826189025809969209023672463360000. \$4.95 for 19615941643083377387010987652378051619938418077344926720000. \$4.95 for 39231883286166754774021975304756102398876836154693453440000. \$4.95 for 78463766572333509548043950609512204797753672309386906880000. \$4.95 for 156927533144667019096087901219024409595507344618773813760000. \$4.95 for 313855066289334038192175802438048819191014689237547627520000. \$4.95 for 62771013257866807638435160487609763382202937847509525440000. \$4.95 for 125542026515733615276870320975219526764405875695019050880000. \$4.95 for 251084053031467230553740641950439053528811755390038101760000. \$4.95 for 502168106062934461107481283900878107057623110780076203520000. \$4.95 for 1004336212125868922214962567801756214115246221560152407040000. \$4.95 for 2008672424251737844429925135603512428230492443120304814080000. \$4.95 for 4017344848503475688859850271207024856460984886240609628160000. \$4.95 for 8034689697006951377719700542414049712921969772481219256320000. \$4.95 for 16069379394013902755439401084828099425843939544962438512640000. \$4.95 for 32138758788027805510878802169656198851687879089924877025280000. \$4.95 for 64277517576055611021757604339312397713375758179849754050560000. \$4.95 for 128555035152111222043515208678624795426751516359950908101120000. \$4.95 for 257110070304222444087030417357249590853503032719901816202240000. \$4.95 for 514220140608444888174060834714499181707006065439803632404480000. \$4.95 for 1028440281216889776348121669428998363414012130879607264808960000. \$4.95 for 2056880562433779552696243338857996726828024261759214529617920000. \$4.95 for 4113761124867559105392486677715993453656048523518429059235840000. \$4.95 for 8227522249735118210784973355431986907312097047036858118471680000. \$4.95 for 16455044499470236421569946710863973814624194094073716337433360000. \$4.95 for 32910088998940472843139893421727947629248388188147432674866720000. \$4.95 for 65820177997880945686279786843455895258496776376294865349733440000. \$4.95 for 131640355995761891372559573686911790516993552752589730794666880000. \$4.95 for 263280711991523782745119147373823581033987105505179461509333760000. \$4.95 for 526561423983047565490238294747647162067974211010358923018667520000. \$4.95 for 1053122847966095130980476589495294324135948422020717846037335040000. \$4.95 for 2106245695932190261960953178990588648271896844041435692074670080000. \$4.95 for 4212491391864380523921906357981177296543793688082871383369340160000. \$4.95 for 8424982783728761047843812715962354591087587376165742766738680320000. \$4.95 for 16849965467457522095687625431924709182175174752331485533477360640000. \$4.95 for 3369993093491504419137525086384941834435

Allan Fotheringham

The strange shape of the year ahead

Slowly, the mist on the crystal ball clears. The Oga board sends its message. The goat enters on the floor rearrange into a defensible pattern. The shape of the year 1998 becomes apparent.

Paul Martin will announce he has no serious interest in becoming prime minister, his major concern being the welfare of the common Canadian folk. The Vancouver Canucks, owning the most exciting hockey player on earth, Paul Kane, will win the Stanley Cup. The president of the Canadian Imperial Bank of Commerce, Al Flood, will have exactly two bush goats on El Nino.

Al Gore, who on press gallery planes accuses the inmates by bad-acting baseball bats on his nose, will never be able to translate this goodness into a change in his still boy scout public image and will self-destruct as the natural heir to Bill Clinton's throne.

Preston Manning, who has had his hair permed, his eyes lasered so he can wear contacts, his larynx altered by a voice coach and his wardrobe managed by Brian Ross, will maintain that only he represents the true masses. Phil Fife, having maintained his record of six most valuable player awards in the Canadian Football League while being barely here in Boston, will defect from the Toronto Argonauts to the National Football League, never having met a single Canadian citizen. Andre from a linebacker or two.

Frank McKenna, while collecting corporate directorships, will announce that he has an intention of succeeding Jean Chrétien as leader of the Liberal party. The wife of Alastair Andy Thompson, the senator from Mexico, will be requesting reporters on the telephone that he is desperately ill and would they please stop bothering him. At the same time, a platoon will record him walking the beach with his dog, in swim trunks, heavily masturbating the Le Pas sur.

Paula Jones, who claims she will testify as to a peculiar lie in the penis of the President of the United States of America in her sexual harassment case due to go to court in Little Rock, Ark., at May, will be courted by a government politician, one General Flowers. She will proclaim "I didn't notice anything."

Brian Tobin will announce that he has no interest whatsoever



in succeeding Jean Chrétien as leader of the Liberal Party of Canada and prime minister, mainly because he is 30 years younger than the incumbent and is willing to wait. The World Cup of soccer, being held in France in July, will be notable for the fact that England, long-time favorite Brazil in the final, will be disqualified before the match because of the tidal waves of loots and loyals of Liverpool and Manchester who will burn down the Arc de Triomphe and topple the Eiffel Tower into the Seine, due to an overload of liquor in the stairwell side of the restaurant on top.

Dick Thompson of the Toronto Dominion Bank will announce that the reason bank chairmen are making such obscene wages is that it is all the fault of government regulations requiring that such obscene figures have to be released publicly and the wives, astounded at such obscene figures, demand that their husbands catch up to the other guy.

Lucien Bouchard, who can't decide whether he would like to be a separatist or a greaser, will continue to devote huge amounts of Parti Québécois funds to private surveys that will tell him that the essential Quebecer votes his wallet. And especially her. And that he will never call a referendum that the pollsters tell him he can never win. Which is why there never will be another Quebec referendum.

Industry Minister John Manley will announce that he, unlike Paul Martin, Frank McKenna, Brian Tobin and Sheila Copps, actually has plans to succeed John Chrétien as Liberal leader. Thirty million Canadians will say "Who is John Manley?" Thirty million Canadians will be right.

The Asian flu, decimating the economies of the Asian Tigers—Malaysia, Indonesia, Korea and the Philippines—will cripple the finances of the cocky NDP government of British Columbia, which depend for two-thirds of its exports on the Pacific Rim. The cocky Guan Clark government of B.C. will be replaced as long as the coalition free enterprise conglomerate coalesced around the Liberal party of B.C. has as its leader Gordon Campbell who, as his wife accurately said, "likes to govern, but he doesn't like to campaign."

The Queen, much as she would like to, will never resign, knowing that if she follows the dreadful precedent of the Duke of Windsor, any lay follower could fall out and then destroy what is already a shaky situation that most people laugh at. The pitiful Prince Charles, who would be a Tanager, will be 72 before he becomes king. The poor old Wile, who will be—thanks to the grace god—somewhere near 70 before being given the Crown, will be understandably bothered by that stage and steadily on Wilkins.

Jean Chrétien, who is essentially a Tory, will be assisted as leader of the Quebec Liberal party John Crocker, thanks to his best sexing book, will be assisted later by the Regressive Preservationists of Canada. No one will be blamed.

Let's talk return on your investment.

you can create opportunities
1-800-265-0699

START NOW JUNIOR ACHIEVEMENT



One of the world's fastest growing educational organizations, Junior Achievement helps young people explore free enterprise, build skills and discover opportunity. We've done that for a million kids in Canada since 1955 and we plan to have a JA program in every school in Canada by the year 2000.

This year alone 180,000 young people will explore powerful tools, concepts and experiences in programs like Business Basics, Project Business, The Economics of Staying in School, The Business Game, The Company Program, Student Venture and Globe, our international trading program. We rely on finding 10,000 volunteers from business to make that experience real.

START NOW JUNIOR ACHIEVEMENT

Amway of Canada, Ltd. is proud to support Junior Achievement as it shares with JA in the common spirit and values of free enterprise. Together, Amway and Junior Achievement will recognize 5 extraordinary students (and their local JA offices) in the newly established "Ambassadors of Achievement" program through presentation of Amway of Canada scholarships and awards. Watch for profiles of these exceptional young Canadians in future issues.

Amway

Make a difference to a young person's future. Become a JA volunteer. 1-800-265-0699 or www.jacan.org



Introducing FundSmart. Managing *your* RSP made easy.

Who ever said mutual fund investing or managing your RSP had to be difficult? Not us. Every day, more and more investors like you are making smart personal financial decisions without having to pay brokers or advisors to do it for them. They're taking control of their future with Green Line® FundSmart—the best balance of services tailored to today's mutual fund/RSP investor. FundSmart® provides investors like you with the services, savings and support needed to build a personal investment portfolio that's made to measure. Investors appreciate access to top-performing mutual funds, investment research and the guidance of mutual fund specialists (at no additional cost) to help them make the best decisions. In fact, FundSmart is so complete, the only thing missing is you. To learn more, call 1-888-888-4547 or visit our Web site at www.greenline.ca today. Mutual fund investing and managing your RSP is easy when you start with Green Line FundSmart.®

*Managing your RSP is easy.
Call today for more information.*

1-888-888-4547

www.greenline.ca



- **All the top funds under one roof**
Access to the top-performing mutual funds made easy. Choose from AIC, AGF, Fidelity, Green Line, Scudder, Trimark, Templeton and more.
- **Help when you need it**
Need assistance with your mutual fund selection? Simply phone one of our Mutual Fund Specialists, 8 a.m. to 8 p.m. (EST), Monday to Friday.
- **Savings that really add up**
Access to Mutual Fund Specialists and no-fee* self-directed RSP services, along with a wide range of no-load and load mutual funds, are yours for the asking.
- **The more you learn, the better choices you make**
Ongoing client education is available through Green Line investment seminars, monthly investment newsletters, low-cost independent research, informative Internet services and much, much more.
- **You're not alone**
Place trades through our national network of 35 Green Line Branches, or with Investment Representatives available 24 hours a day, 7 days a week.
- **A wealth of experience**
Green Line is Canada's leading discount broker, not to mention one of the world's largest.

GREEN LINE
CANADA'S DISCOUNT BROKER



Important information on a specific mutual fund is contained in its simplified prospectus. Obtain a copy from Green Line and read it carefully before investing. Green Line Investor Services is a division of TD Securities Inc. *Indemnity of The Toronto-Dominion Bank TD Securities Inc. ("TDSC"), a subsidiary, is a limited one. T861 - Member CIPF. No administrative fee is charged on Green Line Self-Directed RSP or RIF or Green Line Focus RSP® or RIF® accounts with a minimum balance of \$55,000. For contributions received from December 15, 1997 to March 31, 1998 for accounts less than \$15,000 Green Line will waive the \$140 annual administration fee for one year if you contribute \$10,000 to your Green Line Self-Directed RSP or RIF. Green Line will waive the \$25 annual administration fee for one year for any contribution to Green Line Focus RSP or RIF.